

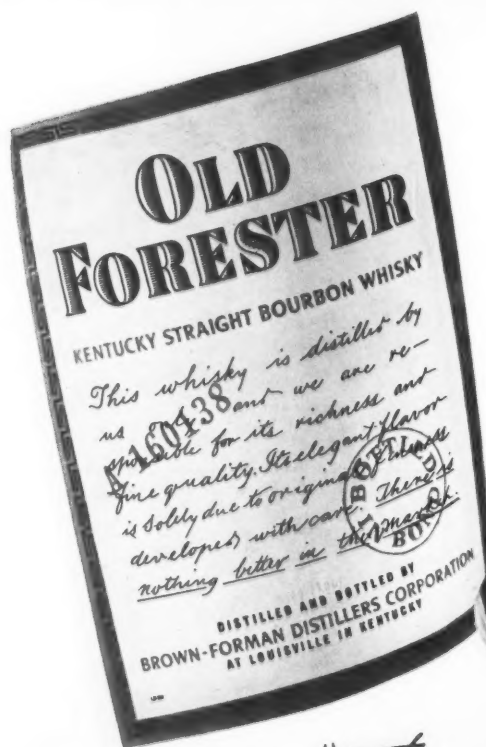
CLUB

THE NATIONAL MAGAZINE
FOR EXECUTIVES OF TOWN
AND COUNTRY CLUBS

Management

JUNE
1959





enjoy rewarding flavor that's uniquely Old Forester

Your taste will agree with the promise of quality on every Old Forester label. For famous bonded Old Forester has fulfilled our founder's pledge of excellence since 1870. Old Forester's "elegant flavor is solely due to original fineness developed with care."

Always bottled in bond, at full 100 proof.

ON THE LABEL FOR 90 YEARS:

"There is nothing better in the market"

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KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY

Modern NEW STERNO BEVERAGE URN



This beautifully designed beverage urn is made of heavy gauge copper with silver lined bowl. It is equipped with a new type of detachable faucet with automatic shut-off. It has a heavy duty stand with cast brass legs. Holds 3 gallons of coffee, tea, bouillon, etc. For coffee service will serve 75 cups or 120 demi-tasse. It is equipped with brass burner cup and regulator for large size Sterno Canned Heat. . . . The beverage urn, like all items in our line, is of especially sturdy construction as we use the heaviest metals obtainable in order to assure years of satisfactory service.

Catalog No. 695 Sterno Beverage Urn (as illustrated)

Write for catalog in color and price list.

STERNO INC. — 9 EAST 37th STREET — NEW YORK 16, N. Y.

Makers of **STERNO CANNED HEAT FUEL**



HOT PROMOTION—

COLD CASH

THERE'S A RING TO THIS PROMOTION...AND IT SOUNDS LIKE BIGGER PROFITS!

It's here! Seagram's great summertime selling program to help you sell gin as never before! Tempting full-color food spreads in *LIFE* and *LOOK* . . . high-frequency, high-powered newspaper campaign featuring Hans Conried . . . costly, sales-inspiring

window and interior displays and back bar pieces. PLUS free 36-page, full-color WEEK-END BARBECUE COOKBOOK to promote food and cold drinks. Back the big promotion. More cold drinks mean more cold cash for you. Promote the promotable gin...Seagram's.

SELL Seagram's AND BE Sure OF SUMMER PROFITS

Next

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Next Month

As is the custom, the editors of **CLUB MANAGEMENT** will present in July the best of many food ideas gathered from clubs throughout the country. The annual food issue has become a popular one, one which club managers keep to refer to throughout the year.

In this year's July issue we'll publish several feature articles on food and food service, as well as a round-up of special food variations of familiar dishes, from many clubs all over the United States.

Food is perhaps the single most important aspect of a club's operation and thus **CLUB MANAGEMENT** gives it this special editorial treatment each July, in addition to featuring food articles throughout the year.

IFMA Meeting

The Institutional Food Manufacturers Association held its annual marketing conference in Chicago on May 8, 9, 10 and 11, prior to the National Restaurant Show. The conference was concerned with better ways of serving and marketing to clubs and other food service operations.

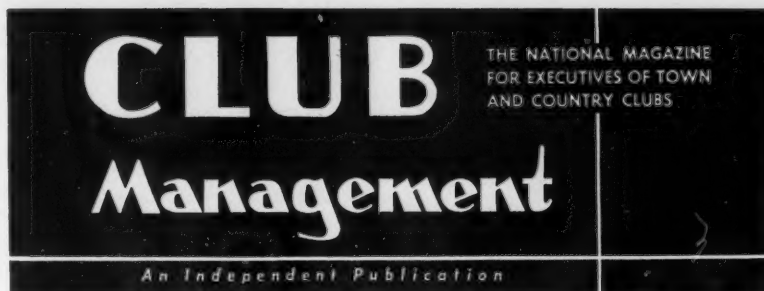
Fred Weber, manager of the institutional department of Ralston Purina Co., was elected president of IFMA, succeeding Herbert F. Moffat, manager of the hotel and restaurant department of the H. J. Heinz Co. T. R. Englehardt of the institutional department of Armour & Co. was presented the association's "Key Man" award for outstanding contributions to IFMA.

Mexican Food Recipes

Club managers who are planning a "South of the Border" party some time this year, will be particularly interested in the Mexican food recipes published in the June issue of *Mexico—This Month*.

Miss Anita Brenner, the editor, has kindly offered to send a free copy of this issue to any reader of **CLUB MANAGEMENT** who will write her office: *Mexico—This Month*, Atenas 42, room 601, Mexico D.F., Mexico. Miss Brenner is the author of several popular books about Mexico.

The magazine, which is published monthly in English, is of special interest to Americans who are planning to visit that fascinating country as it contains many articles telling of events scheduled for the different months of the year, and has fine pictures of Mexican beauty spots.



Title Registered

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VOLUME XXXVIII

NO. 6

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Stanton Hall, Natchez, Mississippi . . . Courtesy, Pittsburgh Place Glass Co.

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CLARK PUBLICATIONS: Club Management, Picture and Gift Journal, Mid-Continent Banker, The Local Agent, Life Insurance Selling, Mid-Western Banker.

CLUB MANAGEMENT: JUNE, 1959

5



National Cash Register's new Class "61" sales register provides up to 18 totals for sales information and cash credit control.

Extra machine totals enable a variety of club departments to be entered and the register accumulates departmental sales, state and federal taxes, as well as credit totals.

For more information on NCR's complete line write Dept. CM, National Cash Register Co., Dayton 9, Ohio.



Practicality and economy are claimed for this 4 7/8-inch tiered ash tray just introduced by Libbey Glass.

The new tray is light in weight, will stack and is easily cleaned. It has pinch snuffers and can be crested on the bottom and wide rim. The trays are packed six dozen bulk.

For more information write Dept. CM, Libbey Glass, Owens-Illinois, Toledo, Ohio.



A new golf ball by Ram, with a nylon "live" action center is now on the club market.

According to the maker, the new Ram ball had to be "toned down" for tournament play and is still said to go yards farther than other balls. The manufacturer claims that after the ball reaches maximum velocity the center snaps back into shape to give extra distance.

For complete information and prices write Dept. CM, Brass Ram Corp., 805 Salzburg Ave., Bay City, Mich.

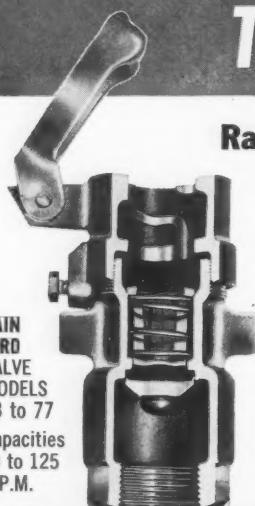


These new shakers are guaranteed to keep salt absolutely dry and free-running in the wettest weather and muggiest climates.

Each hole in the shaker is sealed individually by the rubber gasket in the shaker's top. For double protection, the entire top is sealed when the shaker is closed. Top is made of white vegetable plastic.

For more information write Dept. CM, Lighthouse, Inc., 11 Court St., Plymouth, Mass.

MOST MODERN DEVELOPMENT IN TURF IRRIGATION



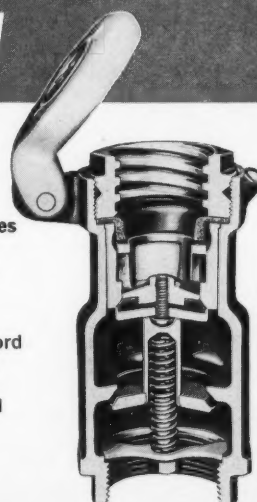
RAIN BIRD VALVE MODELS 33 to 77 Capacities 10 to 125 G.P.M.

Rain Bird Sure-Quick Turf Valves Nelson Quick-Coupling Valves

Rain Bird Sprinklers with Nelson Quick-Coupling Valves or Rain Bird Sure-Quick Turf Valves give you more sprinkling coverage, greatest ease and economy of operation, plus unmarred landscape beauty.

The most complete line of turf valves, all Rain Bird and Nelson valves are self-closing, foolproof, and afford fast, positive coupling and uncoupling without tools. Tops are flush with turf, eliminating all hazard to players or equipment. Working parts may be removed in Nelson valves without taking valve casing out of ground.

Write for helpful literature today!



NELSON VALVE MODELS: MIDGET, CUB, JUNIOR, SENIOR. Capacities 20 to 120 G.P.M.



In West write to:

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627 N. San Gabriel Blvd., Azusa, California

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RAINY SPRINKLER SALES, 609 West Lake Street • Peoria, Illinois

Spécialités de la Maison! by LEGION

ROULANTE SERVICE

Carts for every purpose

BI-2005

ROAST BEEF BUFFET CART

BI-METAL AND STAINLESS STEEL

Top shelf, has insert pans measuring 15" x 22" x 3" or can be fitted with other arrangements as needed. Bottom shelf for storage of dishes. Drop leaf maple serving board. Covers open sideways, allow patrons to view food. Heated by Handy Fuel, alcohol or electricity. Spec. Size: 24" Wide x 32 1/2" Long x 32 1/2" High.

Merchandise your food in Legion's Specialites de la Maison in bi-metal, silver, Legion gold, or stainless steel.

PW-2002

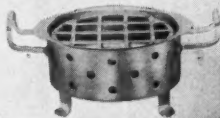
3 TIER PASTRY and BEVERAGE CART

Equipped with 3 removable stainless steel trays, copper legs; Top shelf can be fitted to hold 2 Legion Globe or Samovar urns for beverage service. Can be used for attractive presentation of pastries, hors d'oeuvres or beverage service (as illustrated). Size: 39" Long x 21" Wide, 42" High.



OYSTER PLATES

Round 7 1/2", 9 1/2", 10" and 11". Oval 9". Available with straight edge; the scalloped edge illustrated—which has receptacle for sauce holder. Ideal for clams, oysters, or salad service.



OVAL BRAZETTE CHARCOAL BROIL SERVICE

For serving of broiled meats direct from kitchen to table. Heated charcoal bed gives eye appeal and appetizing flavor for individual service. Outer shell of heavy gauge perforated copper; insulated stainless steel serving handles. Bi-metal platters available to fit each unit at extra cost. Overall Sizes: 15 3/4", 18", 22", (handles included).



BI-2004 3 COMPARTMENT BUFFET CHAFING DISH

Oblong, oval and round chafing dishes available in stainless steel, bi-metal, and silver. Capacities from 1/4 pints to 3 gallons.



RECHAUD LAMP

Newly designed for rugged service. All copper body with stainless steel lamp top. Illustrated: 12" oval; also available round — 8" and 10" and in other styles.



BI-3014 SERVICE PLATE

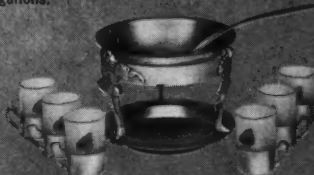
Available in copper, stainless steel, silver, Legion gold.

11" diameter



S-3001B PROSCIUTTO HOLDER AND PLATTER

Rack fastened to platter to prevent slipping during carving. Swinging arm adjusts to size of ham. Stainless steel one piece construction. Holds meats at correct carving angle. Available with marble base if desired. Size: 24 1/4" Long x 17 1/2" Wide.



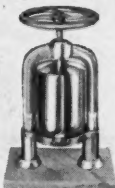
BI-2008 CAFE DIABOLE

Available with ladle, deviled glasses, copper glass holders. Capacity 2 pints.



SNAIL PLATE

6 holes 6 7/8" Diam. (also available with 12 holes). Stainless steel.



S-2007L DUCK PRESS

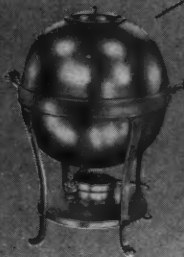
Medium weight. Modern American design polished aluminum construction, mounted on marble base. Size: 23 3/4" high open. BI-2007 extra heavy weight press (not illustrated).



BI-2011 STEAK DIANE

Originated by Nino of the Drake, New York City.

Strip steaks bathed in flaming prepared sauces are cooked and served from this unit at patron's table. Bi-metal cooking pan, stainless steel frame and wind-shield. Heated with Handy Fuel or alcohol. Size: 11 1/2" Wide x 16 3/4" Long x 6" High (single portion). 14" Wide x 18" Long x 6" High (double portion).



BI-201 GLOBE URN

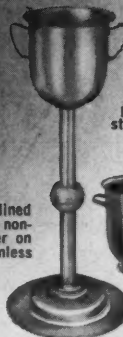
Copper globe, stainless steel lined with brass casted legs. Sanitary non-drip spout and removable cover on each unit. Also available in stainless steel, 2 1/2 gallon capacity.

FLAMING SWORD

For shish kebab and shashlik. Stainless steel blade has receptacle for holding alcohol soaked gauze. Stainless steel stop holds meat securely on blade. Available in lengths per requirements.

WINE COOLERS and STANDS

All stainless steel, welded construction. Illustrated — one piece cooler pedestal stand. Stands available without coolers.



COOLERS

Available with side handles. Illustrated, or bail handle in 1 and 2 quart bottle capacities.



For more than 35 years, Legion has been supplying specialties in food service equipment to the world's leading hotels, restaurants, and clubs.

For further information, write to:

ITEMS CAN BE CREDITED PER YOUR REQUIREMENTS



LEGION UTENSILS CO., INC.

21-07 40TH AVENUE, LONG ISLAND CITY 1, NEW YORK

REPRESENTATIVES:

San Francisco
Beverly Hills
Miami Beach



Cellutex "400"

TABLE NAPKINS

more freshness
(never used before)
more softness
meal-long service
strength
(fabricized and fortified)
king-size, dinner,
cocktail, and
luncheon sizes
(plain white or
custom-printed)

Throughout the meal the napkin repeatedly goes to the lips. It is a most *personal* part of your service! That's why people like a *one-use*, individual napkin. So serve them the *best*—high-quality Hoffmaster Cellutex "400" multi-ply cellulose napkins. Large, soft, luxurious . . . *throw-away convenience* . . . the finest napkin of all, including the average cloth service (rented or owned). Let the Hoffmaster merchant demonstrate this better napkin soon. Write for his name.

HOFFMASTER COMPANY, INC., OSHKOSH, WIS. • HOFFMASTER PACIFIC COMPANY, LOS ANGELES 21

table napkins, table covers, table settings, coasters



Latest additions to Jay Dee Products' line of place mats are two color designs featuring topical subjects.

One of them, America's Grand Old Cars, shows the 1898 Packard, the 1906 Maxwell, Ford's first racing car of 1896 and several other "gas buggies." The other, the Zodiac, furnishes horoscopes for every month of the year.

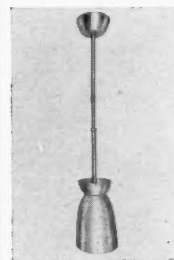
For more information write Dept. CM, Jay Dee Products, 25 Washington St., Brooklyn 1, N. Y.

An entire line of heavy duty and restaurant type commercial gas cooking equipment is depicted in a new catalog now available to the club market.

The new catalog shows the entire line of ranges, deep fat fryer, special burner type broiler and other related items.

For complete details write Dept. CM, Morley Manufacturing Co., Mascoutah, Ill.

Now added to the Cres-Cor line of infra-red food warmers are units with rigid stems for hanging from soffits or ceilings up to 9½ feet high.



The units are available in two hoods styles, in three designs (standard, deluxe and starlite) and in a choice of three satin finishes (aluminum, brass and copper). They are shipped complete with switch and food warmer lamp, ready for assembly and hanging.

For more information write Dept. CM, Crescent Metal Products, 18901 St. Clair Ave., Cleveland 10, O.

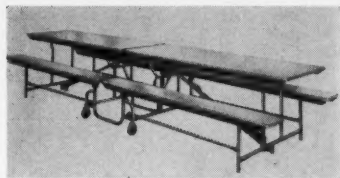


A special aluminum alloy and unusual design have been combined in the new Townsend diving board to create perfect springing action regardless of the weight of the diver.

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Non-tapering, the board provides more flexing action between fulcrum and rear anchor point. Strain is greatly reduced because action stress is well distributed throughout the entire length of the board.

Complete details are available from Dept. CM, Recreation Equipment Corp., 724 W. 8th St., Anderson, Ind.



One of the newer and more practical developments in tables for multi-purpose room use is this unit called the Por Table.

It has the patented Fold-O-Leg feature which is a part of the Mitchell complete line. Other advantages claimed are extreme maneuverability, tip-proof, unusual rigidity and durability, and compactness.

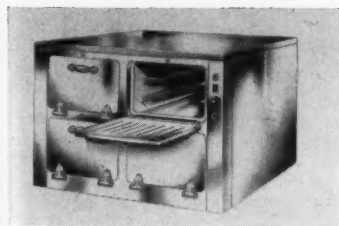
For further information write Dept. CM, Mitchell Manufacturing Co., 2740 S. 34th St., Milwaukee, Wis.

A small-size Super Flaker automatic ice machine that makes up to 100 pounds of crushed ice daily is announced by Scotsman.



An unusually compact unit, the new model can be used either as a "built-in" or as a floor-mounted machine. It requires only three square feet of floor space, is just three feet high, two feet deep and one and a half feet wide.

For more information write Dept. CM, Scotsman, 505 Front St., Albert Lea, Minn.



Designed to fill a wide variety of application requirements is this new Thermotainer electric food warmer recently introduced by Franklin Products.

Type C-4 is made with four standard Thermotainer compartments, each

*better-than-cloth
service ...
throw-away
convenience*



NEW *hoffmaster* Cellutex "400" TABLE COVER

U. S. PATENT NO. 2,729,267

Here's the fabulous new Cellutex "400" cellulose table cover that so many leading restaurants are switching to today... for obvious advantages to both themselves and their customers! It marks the first major improvement... the first modernization of table covers within memory! It's the first and only table cover that offers better-than-cloth service with throw-away convenience! Patented by Hoffmaster... made only by Hoffmaster! Call your Hoffmaster merchant for a demonstration soon. Or write for his name.

*bright white!
obvious freshness!
standard fold!
fabricized softness!
fortified strength!
4-ply
economical...
throw-away
convenience*

HOFFMASTER COMPANY, INC., OSHKOSH, WIS. • HOFFMASTER PACIFIC COMPANY, LOS ANGELES 21

table napkins, table covers, table settings, coasters

Write advertisers you saw it in CLUB MANAGEMENT: JUNE, 1959



For safer floors with lasting beauty...

Use a slip-retardant wax containing LUDOX®

(Du Pont's anti-slip ingredient)

You benefit two ways with floor wax containing "Ludox". First, there's the skid resistance "Ludox" adds. Tiny, transparent spheres of "Ludox" exert a snubbing action with every footstep... gives sure-footed traction. Second, you get the lasting beauty only a fine wax can give your floors... and it's easy to keep floors beautiful, because scratches and scuffs can be buffed out, without rewaxing.

Floor waxes containing "Ludox", Du Pont's anti-slip ingredient, give your floors the appearance you want, plus added safety underfoot.

Mail coupon below for more information, and a list of suppliers of quality floor waxes containing "Ludox". E. I. du Pont de Nemours & Co. (Inc.), Grasselli Chemicals Dept., Room N-2543, Wilmington 98, Delaware.

LUDOX®
COLLOIDAL SILICA



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

MAIL THIS COUPON TODAY

E. I. du Pont de Nemours & Co. (Inc.)
Grasselli Chemicals Dept., Room N-2543CL
Wilmington 98, Delaware

Please send me the free booklet describing the advantages of using floor wax containing "Ludox", and a list of suppliers of these quality waxes.

Name _____

Firm _____ Title _____

Address _____

City _____ State _____



equipped with two pair of removable and adjustable stainless steel slides to accommodate all standard sizes of pans, sheets, trays and baskets used in the club kitchen.

For complete information write Dept. CM, Franklin Products Corp., 400 W. Madison St., Chicago 32, Ill.



The Sun Loafer, a new arm chair currently being produced by Delta Products for their Sunlounger line of furniture, has been designed for indoor as well as outdoor use.

With an eye toward space problems the new Sun Loafer has been made to stack compactly for storage. This feature also has been incorporated in a special version of the contour chair. Both chairs are available in "molded-in" colors of coral, yellow, green, white or black.

For more information write Dept. CM, Delta Products, P. O. Box 1440, Fort Worth, Tex.

"24 Fresh Ideas to Spark Your Menus" is a new recipe collection just released by Lea & Perrins, Inc.

Printed on durable 6 x 4 inch filing cards, they are arranged with listed ingredients on the left hand side and preparation steps on the right, thus facilitating the estimation of cost and time needed for preparation and enabling the chef to see at a glance what ingredients are required.

For a free copy of the recipe collection write Dept. CM, Lea & Perrins, Inc., 241 West St., New York 13.

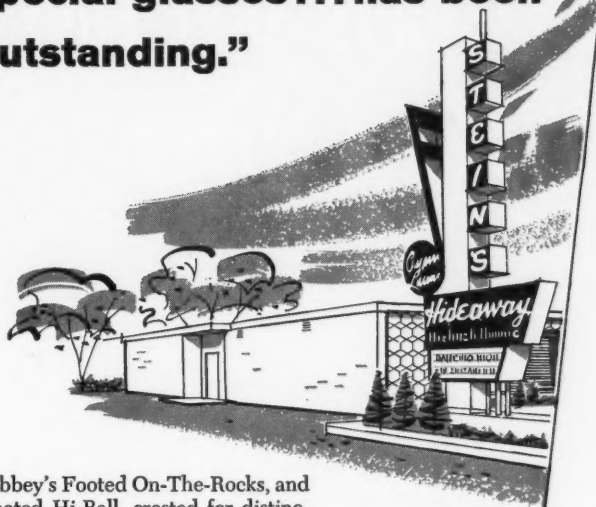
A jaunty air best describes this Angelica uniform innovation for waitresses, in striped chambray and Monte cloth.



It features shaped bodice with seven gore skirt with two deep pockets in popular coat style. It comes with detachable bow for neckline accent, bow design band-

dette and separate two-way apron. For more information write Dept. CM, Angelica Uniform Co., 1427 Olive St., St. Louis, Mo.

"Our success in using these special glasses... has been outstanding."



Libbey's Footed On-The-Rocks, and Footed Hi-Ball, crested for distinction and merchandising appeal, are used exclusively for bar and beverage service at Stein's Hideaway.

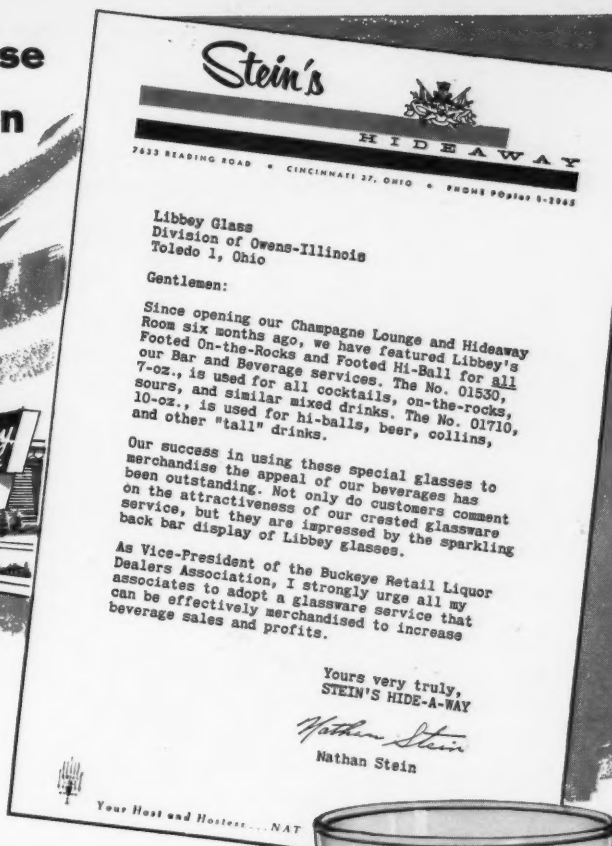
Mr. Nathan Stein, owner of this popular Cincinnati rendezvous, has found that this glassware service "can be effectively merchandised to increase beverage sales and profits." Another merchandising idea used by Mr. Stein is to pre-chill each On-The-Rocks glass, so that when served it has a coating of frost... adding eye-appeal and a remembered touch to bar service.

In any bar or restaurant operation, Libbey Safedge® Glassware can benefit you. The wide range of patterns, in all sizes—each of which can be crested with your design or motif... the durability and resulting economy—further assured by the famous Libbey guarantee: "A new glass if the rim of a Libbey 'Safedge' glass ever chips"... the immediate availability of your every glassware need from one single, reliable source... all add up to the fact that Libbey Safedge Glassware is your best buy.

For full information about this attractive glassware, see your Libbey Supply Dealer or write to Libbey Glass, Division of Owens-Illinois, Toledo 1, Ohio.



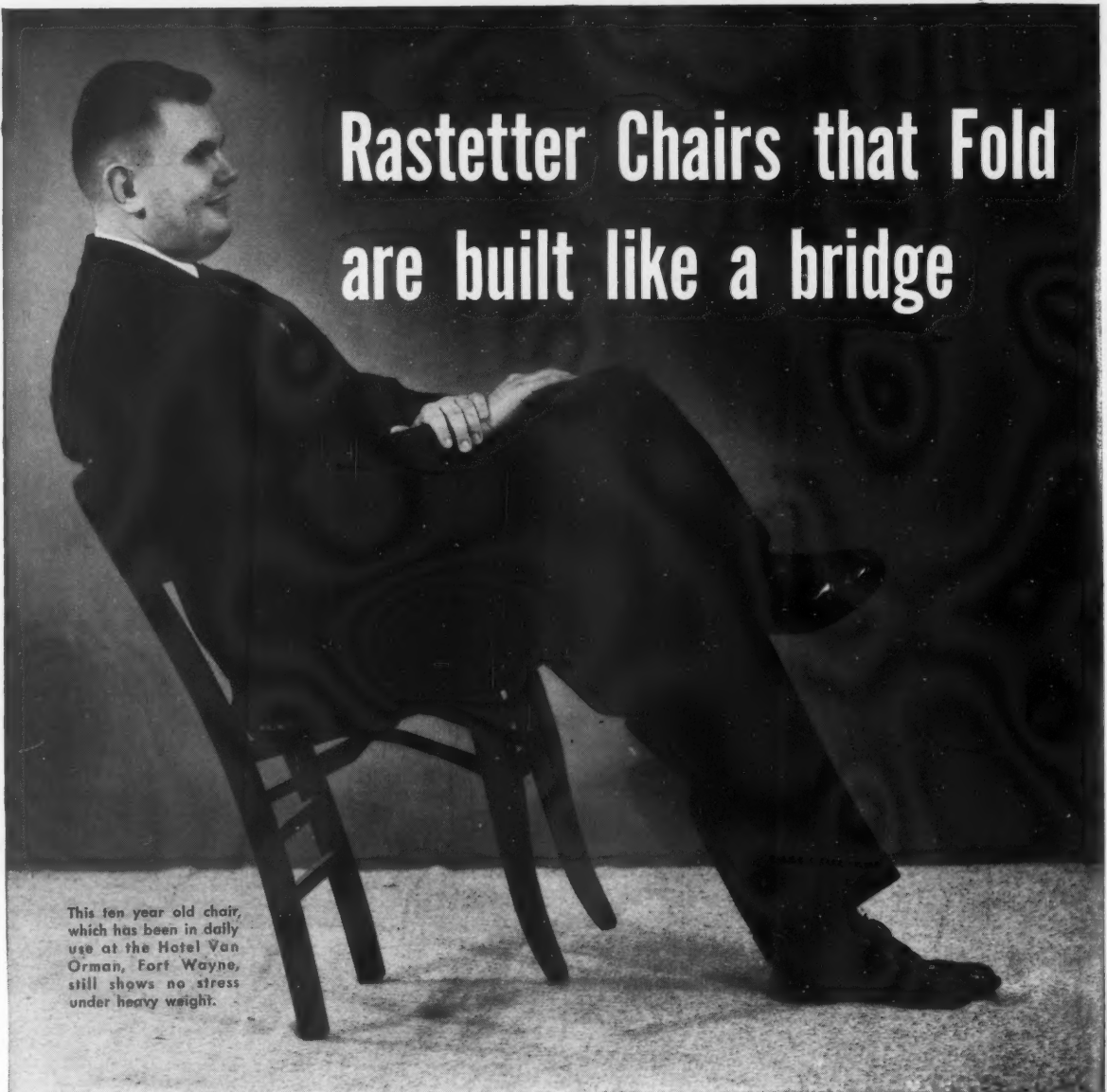
The glasses provide an attractive back bar setting at Stein's Hideaway



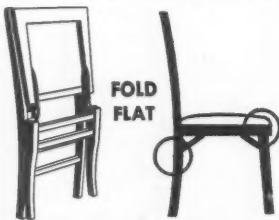
LIBBEY SAFEDGE GLASSWARE
AN **®** PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

Rastetter Chairs that Fold are built like a bridge



This ten year old chair, which has been in daily use at the Hotel Van Orman, Fort Wayne, still shows no stress under heavy weight.



No glued joints here. Steel braces used. Steel hinge securely unites rear and front legs and seat frame. As in the construction of a bridge, the Rastetter steel Hinge and Brace distributes weight and stress evenly.



Steel Hinge and Brace construction makes Rastetter Chairs that Fold far stronger than conventional chairs of equal weight.

Turn a Rastetter Chair over and notice the scientific "cantilever" construction of the steel hinges. Every weakness of the ordinary chair has been eliminated. The stress spreads over the six-inch plates on the rear legs and the five-inch plates on the front legs.

You also get style and comfort with Rastetter Chairs that Fold—21 models from which to choose. Each chair is designed to reduce seating fatigue. Mail the coupon today for more information.

LOUIS RASTETTER & SONS COMPANY
Fort Wayne, Indiana

LOUIS RASTETTER & SONS CO.

1320 Wall Street • Fort Wayne, Indiana

- ☐ Please send your free portfolio showing complete line of Rastetter wood and magnesium Chairs that Fold.
- ☐ Have your representative call soon.

Name _____ Title _____

Club _____

Address _____

City _____ State _____

CMAA Conference

Pittsburgh, the City of Tomorrow And Gateway to the Future

By Joseph Orecka, Promotion Chairman

We invite you to visit the "New Pittsburgh" in 1960 for the 33rd National CMAA Conference, Penn-Sheraton Hotel, January 20-23, 1960, Pittsburgh, Pennsylvania.

Pittsburgh welcomes you to the steel center of the world, best known as the Land of the Midnight Sun, created by the furnaces whose radiant glow lights the night sky, etching the newest skyscrapers in a beautiful contrast of steel, aluminum, concrete, and shimmering glass against the clear black sky.

Out in Oakland, Pittsburgh's Civic Center, in an area of less than one square mile, millions have been spent in advancing and nourishing the city's cultural, health, educational and recreational resources. In this area are four excellent colleges and universities, Carnegie Library and Museum, the Stephen Foster Memorial, Forbes Field, home site for the Pittsburgh Pirates, Pitt Stadium, site of the Civic Light opera, as well as the Syria

Mosque, home of the Pittsburgh Symphony and the Pittsburgh Opera. In the center of this area stands the towering University of Pittsburgh's "Cathedral of Learning" 43 stories under whose shadows a young doctor by the name of Salk now works through the midnight hours to discover a cure for cancer.

At the point, as we know it, where the Allegheny and Monongahela Rivers meet to form the Ohio River, is a 23 acre plot which has been developed by the Equitable Life Assurance Society of America and occupied by skyscrapers built of materials manufactured in Pittsburgh; also, in the point area is "The Point State Park," having as its greatest attraction a blockhouse, "the original blockhouse in Fort Duquesne," a sightseers must.

Pittsburgh is the home of the world's first full-scale commercial nuclear power plant, the world's first industry-owned nuclear testing re-

actor and the world's first atomic engines.

You who have been to Pittsburgh in years gone by may recall the smog, the old wooden ramshackle buildings in the Point area, and the unattractive general appearance of our city. The Pittsburgh Smoke Control Authority has done such a magnificent job of eliminating the heavy clouds of industrial smoke from the city's sky that now other cities of the nation visit here to acquaint themselves with the knowledge gained by the Pittsburgh program. Here are the latest developments in Pittsburgh.

1. Hilton Hotel, the latest Hilton Hotel under construction.

2. Gateway Center No. 4, a 20-story office building.

3. New Fort Pitt Bridge, double-deck, and tunnels connecting Parkway East and Parkway West.

4. Civic Auditorium, a 25 million dollar building accommodating 16,000 people under a retractable roof and (as Texas says) the only one of similar type in the world today.

This is Pittsburgh, your host city, a city where dreams come true, an inspiring setting for a national conference of forward-thinking executives interested in creating a better, more gracious world. The current billion-dollar redevelopment program has made Pittsburgh one of the most progressive and stimulating cities in America today. The Pittsburgh Chapter of the CMAA looks forward to showing their fellow members and guests some of the reasons why Pittsburgh is a must in '60.

Watch the forthcoming issues of CLUB MANAGEMENT for future plans for the 1960 Conference. Lest we forget—Go Pitt in '60.

Telegram

DEAR FELLOW CMAA MEMBER: WE WANT TO EXPRESS OUR EAGERNESS IN LOOKING FORWARD TO SEEING YOU IN THE "CITY OF THE FUTURE" AT OUR PENN SHERATON HOTEL HERE IN PITTSBURGH AT OUR CONFERENCE ON JANUARY 20 THROUGH 23, 1960. ONE OF OUR HIGHLIGHTS WILL BE THE TOUR OF THE STEEL WORKS AND THE H J HEINZ FOOD PLANT. WE ARE PLANNING A VISIT FOR YOU TO SEVERAL OF OUR CLUBS. DON'T FORGET OUR KEY TO THE TREASURE CHEST. IT MAY BE YOUR KEY FOR PLANNING TODAY FOR TOMORROW'S SUCCESS. REMEMBER PITTSBURGH IN SIXTY—JOHN POLANSKY CHAIRMAN OF PUBLICITY COMMITTEE.

A Planned Renovation Program

Coeur d'Alene Expands to Meet Members Needs, Increase Business

By John R. Simmons, Manager

Coeur d'Alene Country Club
Hayden Lake, Idaho

THE original club properties at Coeur d'Alene were developed early in the century by the Great Northern Railway for use as a commercial summer resort. After the railroad spur was abandoned, the properties were sold to a group of Coeur d'Alene citizens who started the Coeur d'Alene Country Club as a private member-owned non-profit corporation.

There followed a period of gradual evolution from a community club to one of a regional and even national character and during which time the club facilities were sometimes leased and sometimes operated directly—and at one point requisitioned for use by the navy.

However, gradually the club we find today emerged. A club which draws heavily on Coeur d'Alene and nearby Spokane for its membership but which also draws extensively on the Palouse country embracing Colfax, Lewiston, Clarkston, Troy and surrounding communities. We also have good representation from the Washington coastal cities, California, Arizona, Texas and Alberta, Canada. Many of these people either have summer homes on club developed lands or elsewhere in the vicinity. Those who do not and who live some distance from the club either use our guest rooms or rent cottages from the club by the season. Our new studio apartments have been designed to meet the need and a continued renewal program along these lines is contemplated to eventually replace most of our present cottage units which are nearing the end of their useful life and are locally known as "Tobacco Road."

I assumed management of the club

"Why We Did It"

■ Before the renovation and expansion project of Coeur d'Alene Country Club was undertaken a booklet telling about the \$192,000 project was prepared and sent to the membership. Excerpts here from a letter in this booklet by President E. C. Huntley give strong and practical reasons for the move:

"It has become increasingly apparent during the past few years that the Coeur d'Alene Country Club at Hayden Lake must either undertake an ambitious program of renewal to bring its facilities up to the standards of today or face a future of declining revenues, costly repairs, obsolescence and general member dissatisfaction. The thinking membership and your board of directors feel we have too much at stake to consider the latter and considerable thought has been given during recent years to what is needed and what we are in a position to afford.

"It may well be asked why this matter should be treated as being of such urgent concern: As the question has been studied it has become more and more apparent that each month such a move is delayed a substantial loss of dollars and good will are incurred. The former is costly and the latter may be irretrievable. After due consideration your board urgently recommends that the membership face this issue squarely and without procrastination authorize the immediate implementation of this program so that we may all enjoy the numerous benefits of this program during the 1959 season. It is also certain that we are faced with a trend of rising construction and financing costs and that more advantageous prices can be obtained during the winter season. Both these factors reinforce our opinion that early action is highly desirable."

in May, 1958 and received two basic instructions: First to put the club in the black again (due to its seasonal nature this had been a problem for some years) and, second, to give the board some recommendations as to future development and income protection.

When, in the late summer of 1958, it was apparent that the first objective would be accomplished, I was instructed to discuss the question of future development with the planning committee which had been working independently on a program for the past year or more. It was evident that several facts must be considered.

First, approval had been given to property lessees to purchase their lots with the provision that monies so derived be set aside for future development. There was great interest in this plan as many members had put up houses with average valuations of anything from \$15,000 to \$35,000 and were eager to get clear title to their properties. These proceeds gave us a substantial start towards a building fund but it also meant we were immediately faced with a loss of income from lease revenues.

Secondly, the 15 cottages we oper-

ate would not yield any revenues after the next five years or so and from these two sources we could anticipate a loss of net revenue amounting to some \$10,000 per year. The planning committee composed of some six or seven board and lay members felt that the answer lay in two things: One, the immediate start in replacing income producing properties and also the substantial improvement of the clubhouse to afford more economic operation and to make it more attractive to the membership.

Initially they considered that the construction of all purpose permanent-transient units would give a better economic return than strictly residential cottages and the board concurred in their opinion. I was accordingly instructed to retain on their behalf the services of Warren Cummings Heylman, AIA, Spokane architect, to prepare preliminary plans for the construction of these studio units and to give some general thought to what might be done to improve the operation of the clubhouse, the thought at that time being that the studio apartments might be built in time for the 1959 season and that the clubhouse improvements might be referred to the membership with the idea of construction being undertaken during the winter of 1959-60. However, upon receiving the architect's report in November, 1958, the board felt that if at all possible the total project should be taken as one program and that construction take place in time for the 1959 season. This decision put considerable pressure on all concerned but preliminary plans were prepared and approved by the membership during the last part of December and the project got started during the



Members have a magnificent view on the golf course at Northern Idaho's Coeur d'Alene Country Club.

second week in January with completion slated for last month.

We were most fortunate in that the board authorized the architect and myself to work in the closest co-operation without restriction except that we must come up with something within the budgetary limits and that would provide them with the sort of facility that they would enjoy and could afford to live with.

Mr. Heylman and I worked very closely at all times and our basic decision, taken early, was to stay within the existing framework of the building (at least substantially so) and to create a flexible plant that could be operated at three basic levels of partonage—peak, medium and minimum.

Naturally, we submitted our plans at various stages to many key board and lay members and received numerous invaluable suggestions from them which in most cases were incorporated

into the final result. This method, we all feel, made it possible to translate the desires of the membership into workable reality without having to take each individual area through committee. The final plans were submitted to the board and after approval were submitted to and received unanimous membership approval at one of the best attended meetings in the 30-year history of the club. We were most fortunate in having E. C. Huntley of Colfax, Washington, to serve as president throughout the project, and it is of interest to note that he was elected to serve a second consecutive term in this office, it being thought by the board and membership that continuity was of the utmost importance and that those who had worked initially on this project should so far as possible see it through to a successful conclusion.

While an increase in over-all mem-
(Continued on page 50)

At the left is an architect's conception of the club's new Gourmets Gallery which will feature a wine display and charcoal broiler operation in full view of the members. At right is a sketch of the new entrance to the club.



New Country Club Has Facilities For All the Family

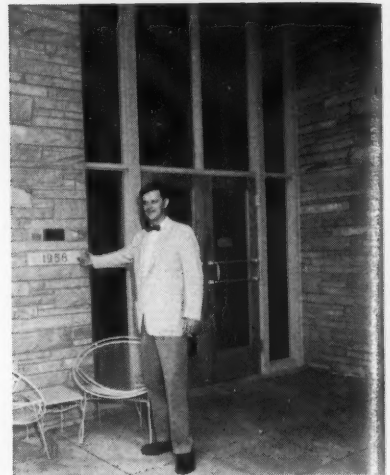


The split-level Owensboro Country Club.

REBUILD instead of remodel. That's the decision which was finally reached by the Owensboro (Kentucky) Country Club, where Dave Haller is manager. And the results prove the club made the right decision—a handsome and practical clubhouse which should boost business and increase member interest in the club.

Designed for the whole family, the Owensboro Country Club has a teenagers' room with ceramic tile floor, television and a door which opens on the swimming pool. Soft drinks, games and music complete the entertainment facets of this room.

The clubhouse is of laminated beam and column construction with exterior



Manager D. W. Haller stands before the entrance of the new Owensboro (Ky.) Country Club.

materials, firm beams and post, colored concrete block and large expanses of glass.

A Ming horse in stone relief on the paneled wall of the lobby sets the theme of the interior motif. That horse, known affectionately by the members as "Charlie," is repeated on the place mats, menu covers and match book covers.

Inside, a stairway leads from the lobby, past the manager's office and checkroom to a hall, main dining room or ballroom and lounge. Stairway, hall and lounge are carpeted in turquoise wool shag and the bar is also done in turquoise with lounge chairs of rattan.

The two ends of the ballroom are primarily glass. When bright sunlight comes in, a double drape cuts out the glare. Skylights diffuse additional daylight.

The ballroom floor is vinyl tile. Tables there are 42 inches square and they and the chairs are of laminated plastic. The 80-foot-long ballroom can be divided by a folding wall to serve two groups. One end of the ballroom

(Continued on page 26)

At left is the cocktail lounge at the Owensboro Country Club, featuring rattan furniture and at the right is the front entrance of the club showing the stairway to the main part and the plaque with the

horse "Charlie" whose theme is carried out in other aspects of the club.



A Speed-Up of Club Elections

By J. E. Rushin, Secretary-Manager

Montgomery Country Club
Montgomery, Alabama

THE matter of electing officers and directors at a club's annual meeting can be one of great confusion and consume an untold amount of time in the counting of the ballots, particularly when the attendance is large.

During the past three years the attendance at the annual meeting of the resident members of the Montgomery Country Club has tripled. This is indeed a good sign of member interest, but it also caused considerable delay in the voting and the counting of the votes by the tellers.

The by-laws of the club were revised and approved last November after months of study. It was the first time in many, many years that any decided changes had been made. One of the most important was the manner of nominating the candidates for office and for directors, which reads as follows:

At least four weeks before the Annual Meeting, the Board of Directors shall appoint a Nominating Committee of five Resident Members, all of whom have been Resident Members for not less than ten consecutive years, and none of whom shall be an Officer or Director or candidate for such office. The Nominating Committee may select any number of candidates for any office or for director. The names of the candidates thus nominated must be filed with the Secretary of the Club at least fifteen days before the

annual meeting, and the Secretary shall be required to post the list of candidates on the Bulletin Board and also mail to each Resident Member a list of these candidates at least twelve days before the annual meeting. Any ten (10) Resident Members may nominate candidates for office or directors by signing their names thereto and filing such list with the Secretary of the Club six days before the election, and the Secretary shall post this list of nominations on the bulletin board on the day such list is filed, provided however, if any person is nominated twice

for the same office, such name shall be listed but once. It shall be the duty of the Secretary to prepare a printed list of all candidates duly nominated and send to each Resident Member a copy of this list at least three days before the election.


We think this is a democratic way to make nominations. It does not shut out the voice of the members if they do not like the candidates the nominating committee selects. They have

(Continued on page 26)

Voting machines set up and in action at election January 26, 1959. For the first time in the Club's history the wives assisted at the polls.




CLUB MANAGEMENT: JUNE, 1959

SHOUP VOTING MACHINE
Sample Ballot
INSTRUCTIONS TO VOTERS
AFTER MARKING YOUR BALLOT
Leave Levers in Voting Position
With Crosses Showing Like This 

The machine clears itself for next voter.

Montgomery Country Club and Beauvoir Club January 26, 1959
Polls Open 12:00 Noon Until 6:00 P. M.

<p>GET YOUR SWITCH RIGHT TO CLUSE CROSSING 2ND MARK YOUR BALLOT AND LEAVE NAME, AGE, SHOWING → </p> <p>WARNING—YOUR 2ND MARKS MUST BE SHOWING FOR VOTE TO REGISTER 2ND TURN SWITCH LEFT</p>	<p>MONTGOMERY COUNTRY CLUB and BEAUVOIR CLUB JANUARY 26, 1959 12:00 NOON UNTIL 6:00 P. M.</p>
For President VOTE FOR ONE	H. R. THOMASON <input type="checkbox"/>
For Vice-President VOTE FOR ONE	LAMAR BUBFORD <input type="checkbox"/>
	WILLIAM BROWDER <input type="checkbox"/>
	FRED BROADWAY <input type="checkbox"/>
	WILLIAM COTTINGHAM <input type="checkbox"/>
	LYLE HINDS <input type="checkbox"/>
For Directors VOTE FOR THREE	BERNEY JONES <input type="checkbox"/>

This is the ballot that was available to all members three days before election. The same ballot was carried in each voting machine.

\$42,000 Improvement Program Ups Legion Club Business 45%



A 10-burner stove, central food preparation table, adequate cabinet space, large sink and good lighting make this kitchen an efficient operation. Up to 450 people can be served at the post.

ALERT officers of the Portage Park American Legion Post 183 on Chicago's northwest side authorized a \$42,000 improvement program that increased its maximum serving capacity to 450 persons, and within one year the post realized a 45 per cent increase in business.

Remodeling included an enlarged kitchen, revamped auditorium, improved main clubroom and tastefully decorated reception room and foyer. The construction was handled by Joseph Castro, a local contractor.

To attract more business from members of the club, Mr. Castro lowered the ceilings, squared and widened all areaways, installed a 25-ton air-conditioning unit and applied plastic-finished Marlite panels to all walls. He used silver walnut planks throughout the post's four main first floor rooms, and added a natural walnut wainscot of the same material in the auditorium and clubroom. This handsome wood-grain paneling is kept bright and clean with soap and water, and its durable plastic finish resists moisture, stains, cigaret burns and other hard wear encountered in club use.

In the kitchen Mr. Castro used yellow Marlite panels on the walls and 16-inch square blocks on the ceiling. He installed a 10-burner stove and provided roomy kitchen cabinet space for dishes and cooking utensils. The wall between the kitchen and clubroom was moved back three feet to provide additional cabinet space, serving area and room for the air-conditioning unit.

A pass-through enables the waitresses to serve food quickly to patrons on the first floor.

The post has four recessed speakers on the first floor so everyone can follow the proceedings from the auditorium. Indirect lighting has been installed in a novel cove arrangement, and three-speed controls are effective during a presentation or ceremony. A large movie screen is also available on the stage.

"Pappy" Honored



Shown here is J. P. Van Winkle, Sr., president of Stitzel-Weller and dean of Kentucky distillers, who was honored last month on his 85th birthday. At right is Julian P. Van Winkle, Jr., vice president, and at left is C. K. McClure, secretary-treasurer.

Distributors from over the nation were among those present to pay their respects to "Pappy" Van Winkle, America's oldest active executive distiller. In recognition of Mr. Van

Winkle's 65 years in the distilling business, a bronze plaque was presented describing his "high principles, warm friendship and inspiring leadership in the distillation and sale of fine bourbon."

Dozens of telegrams from wholesalers and others in the industry wished "Pappy" well. One summed up the feeling with the words, "May the years all be as mellow as your bourbon."

Still active and in daily attendance to his duties as president of Stitzel-Weller in Louisville, Mr. Van Winkle has been known for more than two generations as one of the nation's most successful distillery operators. This year also marks the 110th anniversary of his firm.

Summer Salad



Catalina Tuna-Orange Salad

- 4 cans tuna (6½ ounce)
- 2 cups celery, diced
- 1 cup slivered green pepper
- 6 cups bite-size Sunkist oranges (12 medium)
- ½ teaspoon pepper
- 1 teaspoon salt
- ½ cup chopped onion
- ¼ cup fresh Sunkist lemon juice
- ½ cup minced parsley
- Mayonnaise

Toss all ingredients together lightly with Mayonnaise to moisten. Serve on greens with lemon quarters for garnish. Makes 12 servings.—Courtesy, Sunkist Growers.

Portion Control

The direct relationship between portion-ready meats and food service profits was spelled out by Ellard Pfaelzer, Jr., assistant to the president of Pfaelzer Bros., in a recent talk before the Saginaw (Mich.) Valley Stewards and Caterers Association.

Said Mr. Pfaelzer: The idea behind portion-ready items is a simple one. Food service operations can decrease their operating costs, and thus increase their profits by using products which have all the cost built in. The initial cost becomes the final cost.

SUN LOAFER CHAIRS

...Newest of the Sunlounger line



WESTERN HILLS INN, DALLAS, TEXAS

LIFETIME MAINTENANCE FREE

...fun furniture of fiberglass



Fun furniture, that's Sunlounger.* Fun for guests...and fun for you because you can set it out, then forget it. Sunlounger* fiberglass furniture is really maintenance-free. It can't rust. Distinctive colors are "molded-in", never require painting. There's nothing to rot, tear or wear out. The new "Sun Loafer" chair, like the entire Sunlounger* line, is carefully molded of cool-to-touch fiberglass... designed to add beauty, richness and comfort to any setting.

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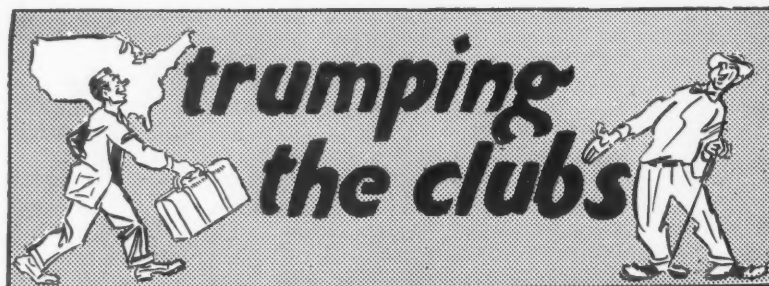
NAME _____

FIRM NAME _____

ADDRESS _____

CITY AND STATE _____

CONTRACT HOUSE _____



Granville B. Hollenbeck, who has taken over the management of the Surf Club, Surfside, Fla., just outside Miami Beach, sent us a story about his club and the town in which it is located, which recently appeared in the *Miami News*. Judging from the description of the town, which was incorporated by the owners of the club, and the club itself, it would be well worth a visit by managers traveling in Florida.

♣ ♣ ♣

Flossmoor (Ill.) Country Club, according to Manager Jerry Marlatt, is spending \$342,000 on a major remodeling and renovation program, which not only includes the clubhouse, but also the pro shop, parking area, and golf course.

Mr. Marlatt went through a remodeling program when he was at Rolling Green Country Club in Chicago so is becoming an expert in knowing what to look out for in building programs.

♣ ♣ ♣

Roland Hess writes that he has been appointed by the Monterey Peninsula Country Club, Pebble Beach, Calif., on a management-consultant basis.

Louis W. Bock, former manager of the Orange Lawn Tennis Club, South Orange, N. J., died last month according to word from the office of the Club Managers Association of America. He is survived by his wife, Anny, who resides at W13 Manor Ave., Harrison, N. J.

♣ ♣ ♣

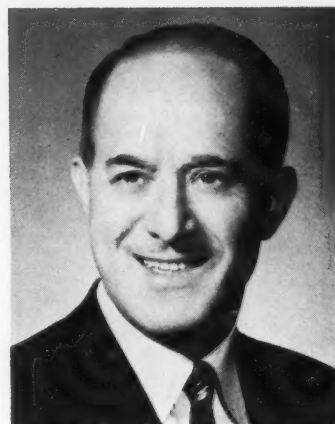
George Hyland, former manager of Meseba Golf and Country Club, Hibbing, Minn., has been appointed manager of the Manito Golf and Country Club, Spokane, Wash. Prior to Meseba, Mr. Hyland was manager of the Minneapolis Elks Club for five and a half years.

♣ ♣ ♣

Kenneth B. Modesitt writes that he has resigned from the Elks Club, Ellensburg, Wash., to accept the position of manager of the Yakima (Wash.) Country Club.

♣ ♣ ♣

On May 1, Harry B. Hayes assumed management of the Plymouth Country Club, Norristown, Pa. Formerly he was with Whitford (Pa.) Country Club.



Jack Kozar

Jack Kozar, who has been manager of Lakewood Country Club, Westlake, Ohio, for the past six years, has resigned to take over as manager of the University Club of Cleveland. He succeeds Fred Kopf, who has been appointed manager of the Commodore Hotel.

♣ ♣ ♣

The Akron (Ohio) City Club in April was host to Akron's first gourmet dinner. Assistant Manager Sam Aloï handled arrangements in working up the menu which included pate de foi gras with thin slices of French bread as the only hors d'oeuvre; double consommé with marrow balls and cheese straws, filet of sole Anna, cucumber sandwiches, squab with pecan dressing, asparagus Parmesan, mushroom peas, Bibb lettuce salad with lemon sherry dressing and French brie cheese, peaches sultanes, demitasse and liqueurs.

Champagne was served before dinner, instead of cocktails, and during dinner three wines. Waiters in tuxedos were assigned one to every five guests.

♣ ♣ ♣

A special benefit party was held at Hillcrest Country Club, Mt. Clemens, Mich., on April 24 for former manager Max Richardson, who was severely burned while working around his home several months ago. Proceeds from the party, which included two name bands, were turned over to Mr. Richardson to help defray hospital expenses.

Newspapers and radio supported the benefit with special announcements calling attention to the party which was given by W. W. Woody, owner, and Arthur E. Good, manager, of Hillcrest.



This bountiful buffet was one of the features of the 50th Anniversary Party held at the Kalamazoo (Mich.) Country Club in April. Shown above are Mrs. Estelle Alexander, salad girl; Gertrude Martin, pastry chef; Chet Murdoch, chef; and Frank and Harriett Macioge, managers. Three charter members—Dr. E. P. Wilbur, Clark MacKenzie and Glenn Allen, Sr.—as well as the club's second president and 16 past presidents and their wives were among the 232 members and guests who attended the party.



For outstanding flavor and downright economy

SEXTON BAR-B-Q SAUCE

The high quality and outstanding flavor of Sexton Bar-B-Q Sauce is a real repeat business builder—an appetizing invitation to “come again soon.”

You get unequalled economy. Sexton Bar-B-Q Sauce can be extended over 50% without materially affecting flavor. You can cut preparation costs 22% by adding a 46 oz. can of tomato juice to a number

10 can of Sexton Bar-B-Q Sauce—15% by adding a number 10 can of tomato puree to 2 cans of sauce. Sexton gives much more than ordinary Bar-B-Q Sauce—you get a basic sauce adding new taste delights to standard menu items like beef hash.

Serve Sexton Bar-B-Q Sauce—goes twice as far—tastes twice as good. John Sexton & Co., P.O. Box J. S., Chicago 90, Illinois.



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Handle*

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Professional Cutlery

WEAR-EVER ALUMINUM, INC.
WEAR-EVER BUILDING, NEW KENSINGTON, PA.

Manager Frank J. Pinkowski reports that the La Salle Yacht Club, Niagara Falls, N. Y., is spending \$150,000 on a remodeling program, a large portion of which was raised by a bond issue to members only. Ground breaking ceremonies took place in April with Commodore A. Betz and Vice Commodore M. L. Parker doing the honors with a silver spade.

Originally located on the Little Niagara River, in 1948 the club was moved to its present location on the Niagara River. Since its beginning in 1936 the club has prospered and grown so that the expansion is necessary to accommodate the membership of more than 700. The expected dining room capacity will be over 200. The Chart Room, with fireplace, cocktail lounge and bar will accommodate 80 comfortably. The new facilities should be completed by September.



William Costello has been appointed manager of Oak Hill Country Club, Fitchburg, Mass. Formerly he was connected with the Treadway Inns.



John Nansen

New Manager of the University Club of Long Beach, Calif., is John H. Nansen.

Formerly Mr. Nansen managed Tam O'Shanter Country Club, and Twin Orchard Country Club in Michigan before moving to the West Coast.



Club Honors Past Presidents

St. Clair Country Club, Belleville, Illinois, honored past presidents of the club at its annual membership dinner-dance on April 18. An excel-

lent turn-out of approximately 200 members and guests were on hand to pay honor to the 24 past presidents and wives who received recognition.



The hors d'oeuvres table with its interesting ice carvings was the center of attraction during the early part of the evening.

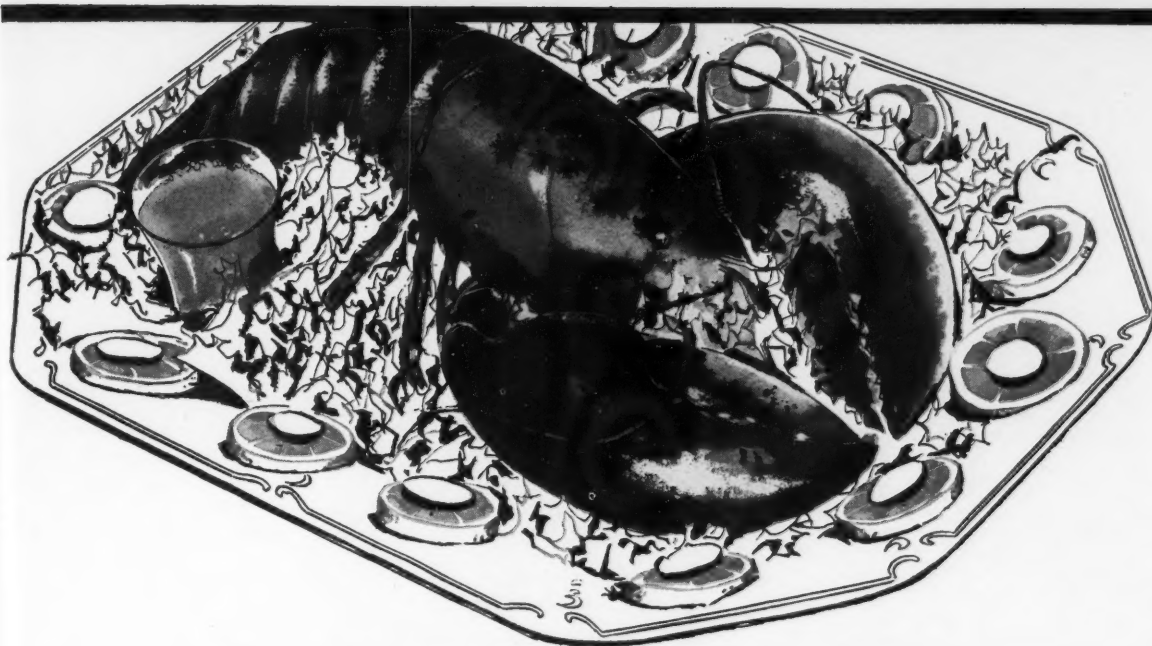
Mrs. Hazel B. Carlson, manager, arranged an excellent hors d'oeuvres table and dinner, which featured strip sirloins served to order. Music was by Charles Val, and other entertainment included a report of the club's early years by one of the past presidents, and a special request dance by the locker room boy.

Edward P. Hollman and Melvin J. Shadid, co-chairmen of the entertainment committee, were in charge of decorations, which included a spring theme with bird cages throughout the club, and the program. They reported that a new program is being tried, that of limiting club parties to members only. Previously club members were permitted to bring guests to all parties but by count it was found that guests were beginning to outnumber members, so the change in rules. It is felt that more membership activity will be created by limiting the club facilities to members only, and this party certainly bore out their theory.

To build up club attendance at party functions St. Clair mails to members a regular bulletin and direct mail.



Norman J. Gundlach, 1940 president, Mrs. Hazel Carlson, and Ralph W. Smith, 1958-59 president, are shown with silver trays presented to club by past presidents.



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- **EASY TO HANDLE**—full instructions supplied.
- **EASY TO PREPARE** — helpful ideas yours free.

Shipped "Alive and Kicking"
Same Day Order is Received

Minimum order 25 lbs.,
f.o.b. Gloucester, Mass. via
Railway Express or Air
Freight.

SEND COUPON TODAY

Consolidated Lobster Co. Gloucester, Mass.

Gentlemen:

At no obligation — please have your Consolidated seafood expert show me how easily and profitably I can prepare, serve and promote delicious OCEAN-CLEAR LOBSTERS. I understand that I will receive FREE sales aids and advertising material.

NAME OF RESTAURANT OR CLUB _____

ADDRESS _____

CITY _____ STATE _____

TITLE _____

MY NAME _____

CONSOLIDATED LOBSTER CO., GLOUCESTER, MASS. World's Largest Distributors of Live Lobsters

Write advertisers you saw it in CLUB MANAGEMENT: JUNE, 1959



Bert Goldsmith

On April 1 Bert Goldsmith was appointed manager of the Casper (Wyo.) Country Club and reports that his new club plans to spend \$270,000 for an improvement program which will include enlarging the clubhouse facilities and building an additional nine holes.

Mr. Goldsmith is a graduate of the University of Denver hotel school and was first connected with club work at the Elmcrest Golf and Country Club, Cedar Rapids, Iowa, where he was assistant manager. Since then he has been connected with several hotels and a restaurant.



Joseph P. Tonetti, New Haven (Conn.) Country Club, has been elected president of the Connecticut branch of the E. S. & C. A.

Mr. Tonetti is well known throughout New England as a food management consultant. He served for many years as president of the Connecticut Club Managers Association and from 1945 to 1950 he was a director of the CMAA.



Manager Faxon Bishop of the Olympic City Club, San Francisco, is shown with young Chris Gansberg, Douglas County, Nev., who raised the championship steer which the Olympic Club purchased during the recent Grand National Live Stock Show at the Cow Palace.

The Yellowstone Country Club, Billings, Mont., has published a booklet highlighting its chronological history from the 1954 beginning to the 1958 opening of the new clubhouse.

Illustrations and story give the step-by-step history of the course and clubhouse, and adequate space is devoted to a description of the golf course by Robert Trent Jones, architect.

Manager of the new club is Albert Berndt, Jr., who gained his club experience managing officers' clubs while with the Armed Forces.



Louis L. Szep

Now serving as assistant manager of the Dallas Country Club is Louis L. Szep, who is in charge of the food and beverage service under General Manager John Outland.

Mr. Szep formerly managed the Riverlake Country Club, Dallas, and for several years was catering manager and public relations director for Western Hills Hotel chain, Fort Worth.



Harry Nash writes that he is beginning his sixth season as manager of the Corinthian Yacht Club, Marblehead, Mass. His winter address is the Augusta (Ga.) National Golf Club.

Prior to his affiliation with clubs Mr. Nash was a hotel man in Washington, D. C., and Joplin, Mo. Mrs. Nash, Sandy, 11, and Harry, Jr., 14, follow the sun with him and reportedly thrive on it.



Spencer (Ia.) Golf and Country Club has appointed Marcus "Snuff" Coughenour manager for the 1959 season.



F. P. Martel de Rontaulnay

Francois P. Martel de Rontaulnay is the manager of the relatively new Brookcliff Country Club, Grand Junction, Colo. He writes that his new club is primarily a golf club and the clubhouse has dining and bar facilities, as well as a swimming pool. Plans call for construction of tennis courts as well as other recreational facilities.

Mr. de Rontaulnay was graduated from the University of Denver hotel school in 1957 following which he worked as catering manager at Hotel Jerome, Aspen, Colo. He was manager of Branch River Country Club, Manitowoc, Wisc., before accepting his new position. While in school he worked summers at the Denver Country Club and Lakewood Country Club, Denver.



A novel announcement of the May 4 stag party was printed on the first page of the May issue of "Waggin Tongue," publication for the Pioneer Club, Lake Charles, La., managed by Jorgen Anderson. Mr. Anderson helped the writer mix Danish with English, and a translation, which appears here in parenthesis, appeared on the back page. The following excerpts will give you an idea of the terrific amount of interest the announcement must have created:

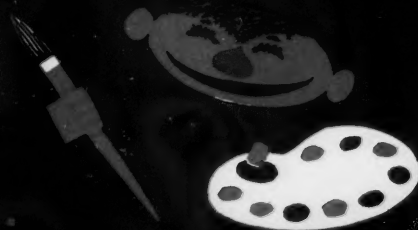
"Following dinner we will adjourn to the place where the lidt men fodt pa platte (tibits are served on a compartment plate). The drums will roll ... then comes the Dagens Opskrift (Chef's suggestion) doing a bewitching rendition of Slotsaftapninger (White wine). Two of the entertainers will join in a rambuccions oksekodsuppe danoise (clear soup)! Next, they will attempt a DYRERYG (saddle of venison)! The finale will be an appearance by the Hummers (lobsters) and right in front of you they will be dampet i hvidvin med hakkede

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charlottelogs (cooked in white wine with chopped shallots)! Just wait until they get around to you, with the wild gyrations brought on by ananas Sultan (pineapple Sultan) and they start throwing around their pistace is, fersken, ananas (pistachio ice cream, peaches, pineapple) and that crazy flodeskum (whipped cream)!"



Harry V. O'Hagan, formerly at the Lake Waco (Texas) Country Club, reports from 664 Caliborne Ave., Jackson, Miss., that he is rapidly recovering from his illness of several months. He hopes to be active again in the near future.

Arthur Hair reports that he has been appointed manager of Ansley Golf Club, Atlanta.

Formerly he managed Chattanooga (Tenn.) Golf and Country Club and prior to that was manager of Vestavia Country Club, Birmingham, Ala.



Walter Hassinger writes that he has resigned as manager of the Hopewell (N. J.) Valley Country Club and is now managing the Caravan Motel in White Plains, Md.

Speed-Up Elections

(Continued from page 17)

the time and opportunity to make additional nominations if they so choose.

While this manner of making nominations would of course speed up the election procedure there still would exist the time involved in counting the ballots after the polls close. To eliminate this we adopted the full scale election procedure commonly found in all regular city, state or national elections. We had two voting machines set up in the club on election day. Each of these were checked by the tellers and locked. The machines carried the regular sized ballot with the candidates names listed alphabetically. The tellers were given certified copies of resident members eligible to vote. As the members came to vote, their names were struck from the eligible list and they were required to sign the voter register book and then voted their choice in the machine.

The popularity of this method of elections was evidenced by the fact that the machines recorded the largest vote ever cast in a club election. It made voting possible for those leaving the city on election day and for those unable to attend the annual meeting in the evening.

At 6 p.m. the polls were closed and the chairman of elections unlocked the machines and, with the tellers verifying the tabulations, a certified report was made and sealed in an envelope. In a matter of five minutes the entire proceedings were complete, and the chairman was ready to hand the results to the president, when called upon.

A tremendous amount of interest was generated among the members by the use of regular voting machines. Although it is a novel idea we don't think the members of the Montgomery Country Club will ever change back to the slow methods of the past. It is accurate and it is progressive.

Club for Family

(Continued from page 16)

has been arranged as an informal sitting room.

A late addition to the plans is a paneled private dining room (also used as a board room) off the main dining room. This expands the club's dining facilities and provides additional space on the lower floor for the pro shop.

Dining areas are served from a compact stainless steel kitchen with quarry tile floor. One wing of the split-level building contains a two-bedroom apartment for the manager with a private entrance as well as one leading to the service part of the club.

The ground floor of the building contains the 19th Hole, screened lounge and bar, men's and women's locker rooms, dressing rooms for employees, heating and air conditioning equipment (the main floor of the club is air conditioned), storage space and the pro shop.

The building is flanked by new terraces and driveways, its recently completed swimming pool and newly reworked greens.

New Symbol

A new figure joins the American advertising scene alongside the Man With the Eye-Patch, the White Rock



Girl, etc. Here's the "Heineken's Man," unofficial ambassador from Holland on the American continent for Heineken's Beer.

This figure actually began as a wood carving, created in Amsterdam years ago as an advertising symbol for Heineken's Beer in 64 countries. It will play a part in Heineken's advertising this year.

Named Sales Manager

Jack McCalmon has been appointed sales manager of the Delta Products' Sunlounger Fibreglas furniture line. Mr. McCalmon goes to the firm from the post of regional sales manager for the Professional Golf Co. of America.



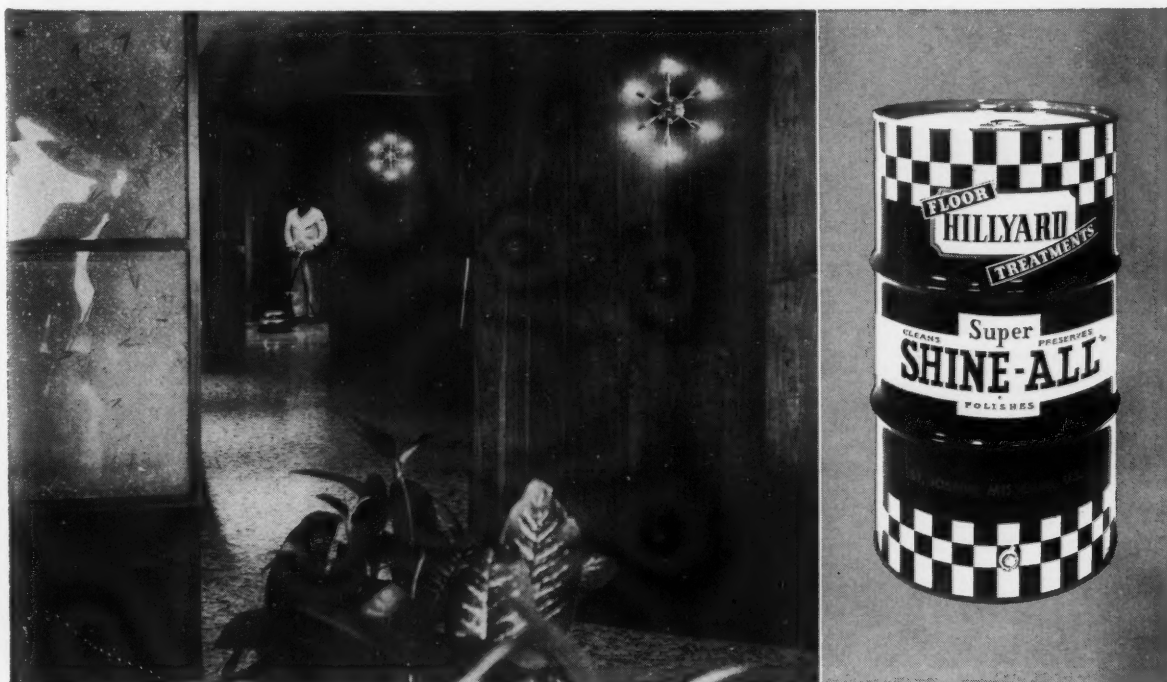
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VOL. XV

JUNE, 1959

No. 3

An Open Letter to Club Officers

The membership of your club is largely made up of business and professional men; they recognize, as you do, the need to keep up with the progress and advances in their respective fields.

The manager of your club is a professional. He is operating in a highly complex field, a field that is subject to rapid and marked changes. He, too, needs to keep in contact with developments. He, too, needs to know how others are meeting and anticipating problems in club operation. He, too, needs to read his professional journal, to attend his professional conventions and his professional institute.

The Club Managers Association of America has a highly effective annual convention, a program filled with educational material. Even more concentrated are its club management institutes, short courses of about five days, offered on university campuses in various parts of the country. The best national authorities on club management and related subjects are brought to the institutes and attention focused on their contribution rather than on even the limited collateral social program.

This summer the Club Management Institute has scheduled a five-day course at Cornell University, and two-day courses at Northwestern University, Denver University, University of Washington, San Diego University, University of Pennsylvania and Michigan State University. The manager of *your* club should attend.

H. B. MEEK

Dean, School of Hotel Administration
Cornell University

Education Participation Urged

Carl J. Jehlen, Chairman

Club Management Institute

THE passage of time has that compensating feature of providing recurring opportunities for CMI to increase its effectiveness. In prior years the program was established; this year your committee hopes to elaborate further on the various divisions that comprise the workshops, the short course, the elective in club management at Cornell University, the curriculum in club management for a four-year course of study, improvement of the course in club management at the University of Florida, the educational program for the Pittsburgh Conference and the publication of a book on club management.

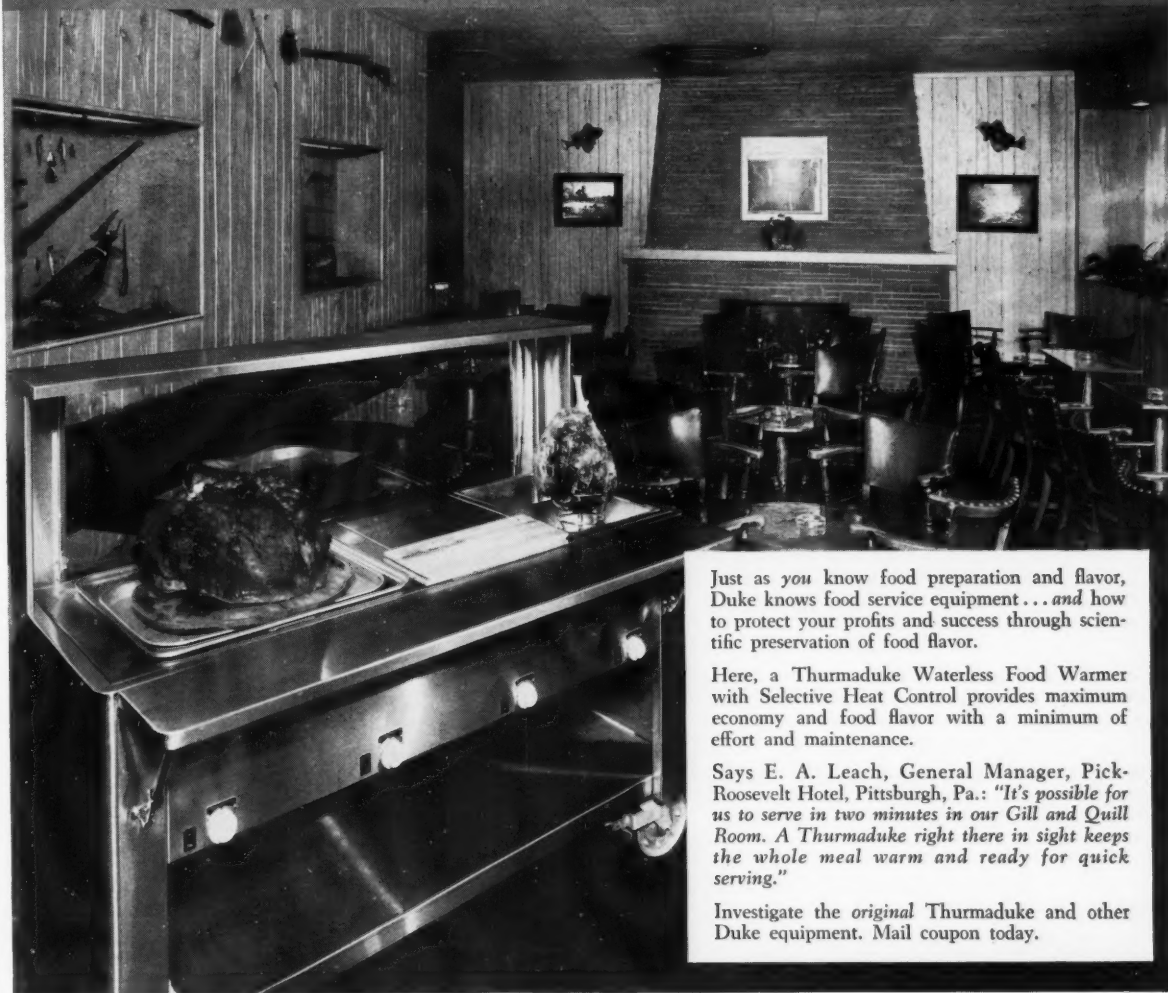
At the meeting of the board of directors on May 3 at the Penn-Sheraton Hotel in Pittsburgh, an interim report was rendered, amplifying the proposed 1959 planning and detailing the progress made to date. All told, it implied an aggressive approach to

the subject, but upon reassessing the program, it became most evident, that all the efforts put forth by the committee, will go for naught, unless adequate response is received for the membership, especially as it relates to your attendance at the workshops and the short course.

The committee earnestly solicits your participation and directs your attention to an open letter addressed to club officers by Dean H. B. Meek of Cornell University, which appears just above here in this issue of CLUB MANAGEMENT. Should you wish to have a reprint of the dean's letter for mailing or presentation to your club officers, write to Executive Secretary Edward Lyon in Washington and he will furnish you with as many copies as you may need. **PLAN NOW** to attend a workshop in your immediate area or the short course at Cornell University.

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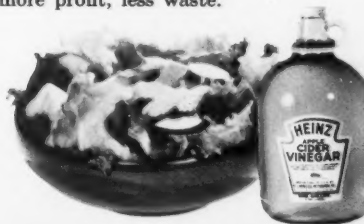
You know, yourself, how much more appetizing a sandwich plate looks and tastes with Heinz Pickles on it. And that's the way it looks to your customers, too. They figure it's *worth* more, so they'll gladly pay more.

You're sure of profit-making results with Heinz Pickles, because they're tempting, crisp, and flavorful. All 18 kinds are made from Heinz own tender-skinned cucumbers, Heinz White Vinegar and rare spices. Order Heinz Pickles. It pays.



Heinz Salad Dressing and Vinegar help give a profit-lift to salads, too.

• Tastier Heinz Salad Dressing, French Dressing and Vinegar will add that extra goodness your customers like. Heinz dressings are uniform in quality from top to bottom of jar—your key to more profit, less waste.



CMAA Chapter News Section



Shown here are participants in Chicago Chapter Stag.

Dan Layman Honored

A FORMAL dinner-dance in honor of Daniel M. Layman was held at the Whitemarsh Valley Country Club on April 27. The host manager, Charles E. Haynes, was chairman of the affair for the Club Managers Association of Philadelphia and vicinity. Mr. and Mrs. Ed Lyon, from the national office in Washington, D. C., attended the affair.



The photograph shows Frank J. Thomas, restaurant manager of the Union League and president of the Philadelphia Chapter, presenting a plaque to Dan Layman as a token of gratitude from his local fellow club managers.

The affair was very well attended and the cocktails, hors d'oeuvres, dinner and dancing were thoroughly enjoyed by everyone.—Eugene Gspann, Chapter Secretary.

Conference Letterhead

Reported by Charles J. Viviano,
Conference Chairman

The Pittsburgh Chapter shortly will be sending out invitations to those club managers who did not attend the Houston Conference. We have the thought that some of the non-Pennsylvania managers will wonder about the offset on the stationery.

This is the picture of the original Fort Pitt blockhouse, an old fort from the Indian fighting days that is being preserved by the Pittsburgh Bicentennial Committees.

Short Course Information

Carl J. Jehlen
Chairman, CMI


Monday-Friday, August 3-7	Cornell University, Ithaca, New York J. William Conner, Chairman The Statler Club
Monday-Tuesday, August 17-18	Northwestern University, Chicago, Illinois Everett L. Woxberg, Chairman Evanston Golf Club, Skokie, Illinois
Thursday-Friday, August 20-21	Denver University, Denver, Colorado Laurice T. Hall, Chairman Pinehurst Country Club
Monday-Tuesday, August 24-25	University of Washington, Seattle, Washington Joe E. Bowen, Chairman Sand Point Country Club
Thursday-Friday, August 27-28	San Diego University, San Diego, California John J. Palmermo, Chairman Kona Kai Club
Thursday-Friday, September 10-11	University of Pennsylvania, Philadelphia, Pennsylvania Frank J. Thomas, Chairman The Union League
Monday-Tuesday, September 14-15	Michigan State University, Lansing, Michigan W. Bruce Matthews, Chairman

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DATE	SERVER	TABLE NO.	PERSONS	CHECK NO.
				323397
1	<i>Hamburg</i>			
2	<i>Steak Lunch</i>			
3				
4	<i>Spaghetti</i>			
5	<i>(meat balls)</i>			
6				
7	<i>2 coffees (later)</i>			
8				
BAR				
PAY ONLY THIS TOTAL 				

**check up
on this
Schlitz idea...**

GUEST CHECK				
DATE	SERVER	TABLE NO.	PERSONS	CHECK NO.
				323397
1	<i>Hamburg</i>			
2	<i>Steak Lunch</i>			
3				
4	<i>Spaghetti</i>			
5	<i>(meat balls)</i>			
6				
7	<i>2 coffees (later)</i>			
8				
BAR		<i>2 Schlitz</i>		
PAY ONLY THIS TOTAL 				

Schlitz added to a luncheon check can make a big difference in check average and in profit per check. So promote Schlitz—as a refreshing before-meal beverage—as part of the price of a meal. Why Schlitz? Because it's the favorite of people dining out. Your customers recognize Schlitz as a symbol of quality and like to be seen drinking it. Get the Schlitz idea. It's worth money to you.



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CMAA Chapter News Section

News of the Chapters—

Chicago

(See picture on page 32)

Reported by Agnes C. Toner, Publicity

The annual stag party for the Chicago District Chapter was held on Monday, April 20, at the Morrison Hotel. Six hundred and three club managers, guests and purveyors were in attendance.

Congratulations are in order for the men who promoted this successful affair. The capable chairman, Austin Steeves, Ruth Lake Country Club, was ably assisted by Wayne Miller in charge of food, and E. W. (Bud) Matteson who initiated a beautiful hors d'oeuvre table sponsored by Edward Don and Company, Irwin Brothers, Hathaway Coffee, MacKimm Brothers, Booth Fish Company, Stewarts Private Blend Coffee, Ira I. Fisher, William Walker and B. A. Ralton Company. This was an outstanding feature at the cocktail party.

Chapter President E. L. Flaim of the University Club negotiated with the James A. Roberts Agency for the superb entertainment.

Hamm's Brewery complemented an excellent meal by serving beer during dinner.

Tony Conrad and Fred Marski of Judge and Dolph, Ltd., supervised the distribution of novelty favors which were plastic containers filled with miniature bottles of Black & White Scotch, Fleischmann's Preferred Bourbon and Fleischmann's Gin.

Chicago Ladies Auxiliary

Reported by Mrs. Lucille Woxberg

At a recent chapter meeting it was decided to have two luncheon meetings during the year for ladies only. The spring luncheon was to be held in a downtown club during May and another luncheon will be held in the fall.

Subjects of the luncheons will be either book reviews, lectures on fashion, flower arrangements, etc. It was also decided by the chapter to have both golf and door prizes for the ladies. Mrs. Vince Crump was elected as chairman of the gift committee and Mrs. Austin Steeves is co-chairman.

Peninsular

Reported by Frank Macioge,
Secretary

The monthly business meeting of the Peninsular Chapter was held at Spring Lake Country Club on April 6, with Mr. and Mrs. Howard Duckworth as hosts. They made this a very fine cocktail and dinner party. A rising vote of thanks was

Houston Club Managers "Post-Mortem" Party



The club managers of Houston were entertained royally at the Briar Club in April with A. Chivers as host. The new ballroom, on the Oriental formal side, with a seating capacity of 600, was the center of attraction. A cocktail party preceded the dinner and Bill Kimbrough and Orchestra provided the floor show and music for dancing.—Lottie Hartley.

extended to Vera and Howard. A gift honoring their 25th wedding anniversary was presented by the group.

A discussion ensued pertaining to Club Officers and Managers meeting to be held at Cascade Hills Country Club in July as a stag party. A motion was made and carried to make it a stag party.

The following monthly meetings are scheduled at the clubs listed:

June, Berrien Springs, Jim Ford; July, Cascade Hills, Ben Collins; August, Elcona Country Club, Budge Hall; September, Country Club of Lansing, Arles Russ; October, Blytheheld Country Club, R. Calvert-Link; November, Kalamazoo Country Club, Frank Macioge; December, Century Club, W. Pattison.

ner dance held at the Austin Club on Sunday evening.

The educational program was held at Country Club of Austin on Monday, April 27, with Herschel Nead, manager, as host. A round table discussion of labor and food cost ratios and other related subjects was moderated by Henryetta Otis.

W. A. Pittman, public relations manager of the First National Bank in Austin, presented an entertaining and informative view on "Managers and Members."

A delightful luncheon was followed by the chapter meeting, with President Griffin presiding.

Evergreen

Reported by Carl Sander, President

The April meeting was held Tuesday, April 21, 1959, at the Seattle Golf Club.

President Sander expressed appreciation to Al Flett and the Seattle Golf Club for a nice afternoon of golf, an enjoyable cocktail hour, and a very beautiful buffet dinner. Mr. Flett exhibited movies taken by him covering the Los Angeles

Texas Lone Star

Reported by Henryetta Otis,
Secretary

The Texas Lone Star Chapter met on April 26 and 27 in Austin. Approximately 50 members attended the two-day meeting. Mrs. Doris Hancock and Mrs. Susie Bell were hostesses for the cocktail din-

Shown here are members of the Peninsular Chapter who attended meeting held at the Spring Lake (Mich.) Country Club, with Manager and Mrs. Howard Duckworth as hosts on April 6.



they all sing the praises

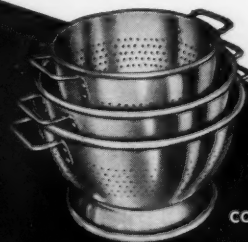
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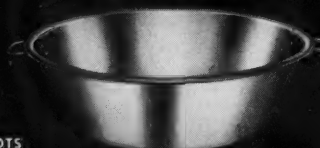
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COLANDERS



STOCK POTS



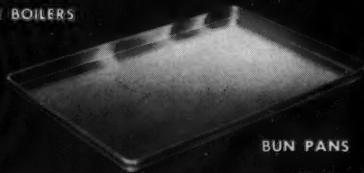
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CMAA Chapter News Section

and Houston Conferences, and summer cruises of the Evergreen Chapter over the last five years.

The board of trustees had discussed a geographical area for the Evergreen Chapter and recommended that the Evergreen Chapter include all area in the State of Washington west of the Cascades, plus Ellensburg, Yakima and Wenatchee, and west of the Columbia River with the exception of Kelso, Longview and Van-

couver, Washington. In addition, the chapter would include British Columbia, Canada, west of the Rockies and Alaska.

Bob Bernard, as Regional Director, will contact the adjoining chapters; namely, the Inland Chapter of the State of Washington, and the Oregon State Chapter to see if these boundaries are agreeable with them.

Very interesting reports were made on the Houston Conference by Miss Peach

and Messrs. Meisnest, McCarthy, Flett, Bernnard and Goode.

Floyd Buchanan reported on work that was done in connection with the recent session of the state legislature and pointed out how some of the laws enacted affected clubs on their taxes, employees' wages, hours, etc.

The report of the Nominating Committee was submitted by John McCarthy with the following nominees for chapter offices for 1958-59: president, Glen J. Durbin; first vice president, Robert W. Hollister; second vice president, H. G. (Bud) Goode; and secretary-treasurer, Russ V. Hoppe.

Trustees: Kenneth Meisnest, Carl Sander, Howard L. Bucklin, Eugene T. Manca, Joe E. Bowen and William H. Kirby.

President Sander appointed Charles Jones as chairman of the auditing committee, assisted by Messrs. McCarthy and Goode. Mr. Jones brought up for discussion the election procedure used at the national conference. President Sander appointed a committee, consisting of Messrs. Meisnest, Bernnard, Goode, Jones and Miss Peach, to investigate further.

President Sander stated that Mr. Meisnest was chairman of the summer workshop which will be held in the latter part of August, and in turn, Mr. Meisnest asked Joe Bowen to assist in the general over-all work.

At the trustees' meeting there was a discussion regarding revising the chapter by-laws along the lines suggested by the national organization, and Mr. Bernnard was appointed chairman, assisted by Mr. Manca.

The annual golf tournament is scheduled to be held during June at the Tacoma Country and Golf Club with the social hour, dinner and meeting at the Tacoma Club. The date will be announced later.

Mile High

Reported by Finn Petersen

The last meeting was held at Lakewood Country Club on April 20.

Host Byron Aris had invited the members of the Mile High Chapter to use the Lakewood golf course at any time during the day, but sleet and snow prevented this part of the program, so the gathering began with cocktails and a delicious dinner indoors.

Mark Toray, chairman of the scholarship committee, reported that the committee had nominated two students from the Denver University Hotel and Restaurant School. Larry Flanagan of Pasadena, Calif., was selected.

Bud Hall, chairman of the summer workshop committee, reported that correspondence has been exchanged with



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particles that clog ordinary shower heads. It never sprays wildly and there's no dripping after the shower is turned off. Its exclusive design provides greater bathing enjoyment, with big water and fuel savings. Present shower heads can be replaced without special tools.

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CMAA Chapter News Section



Horace G. Duncan, left, president of the Mile High Chapter, presents a \$300 check to the scholarship fund for the School of Hotel and Restaurant Management of the University of Denver to Matthew Bernatsky, professor of the hotel and restaurant school. The Mile High Chapter selected Larry Flanagan, center, as recipient of this scholarship fund. Mr. Flanagan is a junior at the university and is from Pasadena, California. For the past three consecutive quarters at the university, Mr. Flanagan has received a certificate from the dean as the dean's choice of an outstanding student. During his school terms at the university Mr. Flanagan is also employed part time at the Town Club, where he receives on-the-job training toward hotel, club and restaurant management. The chapter provides this scholarship annually.

the National regarding dates for the workshop in Denver and that because of speakers' schedules this program must be held on August 20 and 21 even though these dates will be inconvenient for the Mile High Chapter.

George Sperlak, chairman of the membership committee, presented applications from the following club managers. All were elected to membership: George Cahill, manager of the El Paso Club in Colorado Springs; Clayton E. Pruner, manager of the Valley Country Club, provisional member; Peter H. de Haas, manager of the Boulder Country Club.

Mark Toray, on behalf of the by-laws committee, reported that a proposed set of by-laws had already been mailed to all members.

Paul Rubben reported that the president of the National Association had appointed Horace Duncan as regional director for Colorado, Wyoming and Montana.

Pittsburgh

Reported by Lynn Bauter, Publicity

The April meeting of the Pittsburgh Chapter was held April 20 at the University Club with Mr. and Mrs. John Waldron and Harry Franz as hosts.

A special meeting of the conference executive committee was held prior to the regular session. Charles Viviano, conference chairman, after hearing reports from his committees, felt the procedures had advanced to the stage where we were ready for the meeting with the national board, May 2, 3, and 4.

A social hour followed with a delicious roast duckling dinner served by the competent staff of the club.

The regular meeting was then called to order with John Polansky presiding. At the conclusion of the meeting, the program chairman, Michael Cecere, introduced Miss Mary Marath, Mr. McGill and Fred Murphy, members of the local State Employment Service. Each described different phases of the operation and then acted as a panel for a question period. Many phases concerning club problems were discussed.

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CMAA Chapter News Section

West Virginia

Reported by Jack J. Bayard,
President

The spring meeting of the West Virginia Chapter was held on May 11 at the Parkersburg Country Club, Vienna, West Virginia.

The meeting included a luncheon at the Chancellor Hotel with Senator Joseph M. Handlan and Dean Gramlich, C.P.A., as the speakers, a tour of Parkersburg's leading stores by the ladies, and a question and answer session by the managers on employe and employment security problems. T. D. Armstrong, local employment office manager, and Charles E. Flaherty, deputy commissioner of employment, assisted in answering questions.

Southern California

Emil Lepp, manager of the Hillcrest Country Club, has been elected president of the Southern California Chapter at a meeting held at the Los Angeles Country Club with Eugene Seeber as host-manager.

Other officers are Glenn R. Brown, The Verdugo Club, vice president; Henri Tubach, Irvine Coast Country Club, secretary-treasurer; and Sherman Campbell, San Gabriel Country Club, Ashton Castle, Jonathan Club, Louis F. Ruff, Los Angeles Athletic Club, and Frank T. Sherwood, Elks Club of Long Beach, directors.

Charles Errington of the Beach Club, Santa Monica, and CMAA director, presented retiring president Lee M. Seeger, Brentwood Country Club, with a gift in appreciation for his work as president. Following the dinner meeting Mr. Sherwood showed color slides of the convention.

The most recent meeting of the chapter was held on April 28 at the Victoria Club, Riverside, California, where Robert W. Wasson is manager, and the following letter was sent to Mr. Wasson by Secretary Henri Tubach in behalf of the chapter:

"Dear Bob:

"Your hospitality throughout last Tuesday was most gracious and you can be proud of your operation.

"Your club sparkled and cleanliness was prominent everywhere. The dinner and cocktail hour were tops and delectably enjoyed. Your scenic golf course was beautifully groomed and your undulating greens were most treacherous. "Our thanks to you, your staff and directors for making us so comfortable."

San Francisco

Reported by Joe E. Castillo,
Secretary

The club managers of the San Francisco and Bay Area Chapter held their April meeting at the Sequoyah Country Club, Oakland, Calif. Leif Halvorsen, manager, was our genial host. A very enjoyable afternoon was spent on the club's lovely golf course by many of the members.

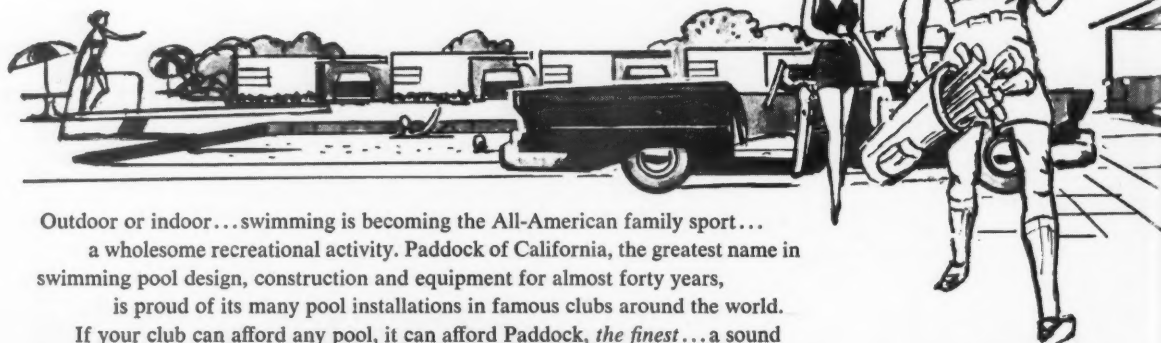
After the social hour the members enjoyed a delicious dinner prepared by Mr. Halvorsen's very capable staff. Some 40 members and their guests attended the meeting.

Paul Jones, chairman of the program committee, supplied a very interesting and very informative film and lecture on distilled spirits.

Our next meeting will be with our national director, John Bennett, at the San Francisco Commercial Club.

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Earl W. Sasser, manager of the St. Petersburg (Fla.) Yacht Club, is the new president of the Sunshine State Chapter.

Sunshine State

Earl W. Sasser, manager of the St. Petersburg (Fla.) Yacht Club, was elected president of the Sunshine State Chapter at a meeting held in St. Petersburg, April 25-27. Other new officers are Ross Connolly, Rio Pinar Country Club, Or-

lando, vice president; and Arnold J. Wall, Riviera Country Club, Coral Gables, secretary-treasurer. Outgoing president was William A. Tucker, Timuquana Country Club, Jacksonville.

The three-day program included excellent luncheons, refreshments, educational program, swimming, dinner and dancing. Meetings were held at the St. Petersburg Yacht Club and the Tides Hotel and Bath Club.

City of New York

Reported by H. Alton Owen,
Secretary

The regular meeting of the club managers of the City of New York was held at the Engineers Club April 14. Mike Lightcap was host.

President Engelhardt reported hearing from C. Maynard McAllister, chairman of advertising for the Houston Conference

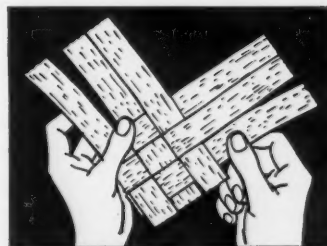


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Also attending the Sunshine State Chapter meeting in April was this group of students from the University of Florida.



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CMAA Chapter News Section

for the Four Chapters, stating that New York City's share of the advertising amounted to \$225.

Mr. Deichler suggested that, due to the extreme distances of the conferences after 1960 in Pittsburgh, advance thinking might be given to having a smaller regional conference for those who cannot make the longer trips.

Mr. Engelhardt announced that a Mr. Jean P. Downs had been awarded the Four Chapter Scholarship at Florida University. Insofar as the university seems to take ample interest in this scholarship, it was decided to continue its one quarter portion and so advise the other three chapters.

President Engelhardt requested a standing moment of silence for a departed member, Andrew Martin, who passed away in February.

The membership approved of having a Spring Social to be held at the National Democratic Club on Saturday evening, May 23 from 7 p.m. to 1 a.m. There will be cocktails, canapés, hot and cold buffet supper, with dancing to a trio.

Benjamin F. Kenyon of the New York Yacht Club and Gustave A. Riesack of the New York Produce Exchange Luncheon Club were accepted as members.

Archie Mundy reported on his further "investigation" of the proposed produce-market change in location. He told of seeing a film portraying the horrible conditions of the present market. He spoke of figures given which would tend to decrease the cost of supplies and at the same time expedite deliveries. Mr. Mundy will continue to explore this situation and will report back at the next meeting.

National Capital

Reported by Marie L. Knapp,
Secretary

James B. Montfort, National Press Club, Washington, D. C., has been elected president of the National Capital Club Managers Association. Other new officers include Donald R. Beever, Chevy Chase (Md.) Club, vice president; Marie L. Knapp, Sulgrave Club, secretary; David J. Guy, Cosmos Club, assistant secretary; Vinton E. Lee, Vinton Lee & Co., treasurer; and Charles D. Shipe, Vinton Lee & Co., associate treasurer.

Directors are Jacques N. Aimi, Woodmont Country Club; William J. Barnes, Hillendale Club; Herbert J. Barrett, Washington Golf and Country Club; Nicholas J. McGowan, Sparrows Point Country Club; M. F. Rice, University Club; and E. Guenter Skole, Winchester Country Club.

The annual spring dinner dance was held at the Sheraton-Carlton Hotel on March 23. About 60 persons attended and President Montfort congratulated retiring president, M. F. Rice on his job as

CMAA Chapter News Section

president for the past year. Also in attendance were CMAA Executive Secretary Ed Lyon and his wife and John T. Brennan, Birmingham (Mich.) Country Club, CMAA secretary-treasurer.

Another meeting was held at the Washington Golf and Country Club on April 20 with Manager Barrett as host. On hand to greet the chapter members was the club president, James H. Murphy. Highlight of the meeting was a tour through the club—a new building which had its formal opening last fall.

Philadelphia

Reported by Eugene Gspann,
Secretary

Newly elected officers and directors for the Club Managers Association of Philadelphia and Vicinity are as follows:

President—Frank J. Thomas, The Union League of Philadelphia; first vice president—Charles E. Haynes, White-marsh Valley Country Club; second vice president—Clark G. Merrill, Faculty Club; treasurer—Eli C. Schmidt, Union League; secretary—Eugene Gspann, Lu Lu Temple Country Club; directors—Harold Walker, Seaview Golf Club; Jacob Dowey, The Down Town Club; Everitt Conover, DuPont—Penns Grove; Britton M. Taylor, DuPont Country Club; William Sprinzing, Germantown Cricket Club; James O. Reinhard, Lehigh Country Club.

Illini

Reported by Betty Brewer,
Secretary

On Monday, April 27, 25 members of the chapter attended a meeting at the Illini Country Club, Springfield, Illinois, with Mr. and Mrs. William W. Cook, as hosts.

There will be five meetings throughout the year, at the various town and country clubs.

Henry Holl, of the Decatur Country Club, was appointed educational chairman.

The business meeting adjourned and was followed by a social hour and dinner.

The regional director, Christopher S. Murphy, of the Algonquin Golf Club, St. Louis, was our guest, and we were delighted to have him. Also President Webber of the University Club of Peoria was present.

Virginia

Reported by G. E. Leftwich,
Secretary

The Virginia Chapter held its May meeting at the Cavalier Hotel, Virginia Beach on May 3 and 4.

Joining with the Tidewater Chapter

and with representatives from the Piedmont and National Capital Chapters, approximately 100 members and their wives made a two-day visit to the famous resort city.

Sunday, May 3, the group visited the Naval Jet Air Station and enjoyed dinner and cocktails with C. L. Sutherland, manager of the Commissioned Officers Club, Oceana, Va.

Several of the purveyors entertained

the members followed by a golf tournament Monday afternoon. A cocktail party was given by Roy M. Niel, Jr., manager of the Princess Anne Country Club, Virginia Beach, followed by the dinner meeting at the famous Cavalier Hotel.

President Robert Roper, manager of the Country Club of Virginia, Richmond, and Frank Hotchkins, manager of the Colony Club, Virginia Beach, acted as co-toastmasters and entertained the

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CMAA Chapter News Section

gathering with numerous witty experiences of their managerial careers.

The Virginia Chapter elected Mrs. Dorothy Bender, of the Colony Club, and Clyde Roberts of the Willow Oaks Country Club, both Richmond, to serve on the Board of Directors.

St. Louis District

Reported by Opal H. Thomas,
Secretary

The May 12 meeting of the St. Louis District Chapter of CMAA was held at Bellerive Country Club, St. Louis, with Mr. and Mrs. Edward Voegeli as hosts.

Several members played golf in the afternoon, following which a business meeting was held with President Thomas Spillane, Missouri Athletic Club, presiding.

Robert C. Magill, long-time chapter member and retired manager of the Racquet Club, was unanimously voted an honorary membership. Dean of St. Louis club managers, Mr. Magill opened the Racquet Club more than 50 years ago, left to organize the Army Navy Club in Washington, returned to the Missouri

Athletic Club, and then went back to the Racquet Club in 1923.

Ray Karr, manager of Westborough Country Club, was elected to membership, and invited the chapter to hold its June meeting at his club.

After discussions on several chapter problems, the business meeting was adjourned and members joined their wives in the Mississippi Room for refreshments, hors d'oeuvres and an excellent dinner.

Central Pennsylvania

Reported by T. F. Chiffriller, Jr.

The Central Pennsylvania Chapter held its second monthly meeting recently at the Westmoreland Club in Wilkes-Barre, Pennsylvania. Our host was Conrad Medina.

A report was submitted by the committee studying the purveyor membership situation. The report was read and accepted as read.

A letter will be mailed to each member telling them of the next meeting. This letter will give all pertinent information (including how to find the club) regarding the meeting.

John Voulapos, manager, Lancaster Country Club, was accepted as a provisional member of the chapter.

There were eight members present. We had a delicious dinner of filet mignon, climaxed with the specialty of the house, Westmoreland Spumoni. The dinner was preceded by cocktails and hors d'oeuvres.

Oregon State

Reported by Mabel Fredericksen,
Publicity

The Oregon State Chapter held its regular meeting April 21 at Eugene (Ore.) Country Club. A chartered bus, carrying Portland members and guests left the University Club at 3 p.m. After a delightful social hour and dinner, Robert Lloyd, manager of Eugene Country Club, and Host for the evening, introduced the guest speaker, Phil Barnhardt, director of dormitories of the University of Oregon. Mr. Barnhardt gave an interesting talk on food at the university.

Other guests of the evening were Mrs. Barnhardt; Mr. and Mrs. Don Adams, Eugene Elks Club; Mrs. Hilderbrand, Laurelwood Golf Club, Eugene; Mrs.

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Table Cloths and Napkins all-Linen, half-Linen and Cotton. Also in our famous "mummy" weave printed quality—one of the longest wearing fabrics made.

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Alicia Brady, Town Club, Portland; and wives of the members.

The Oregon State Chapter approved an expenditure of \$100 to the scholarship fund of School of Hotel and Restaurant Management at Washington State College.

Connecticut

Reported by Leon J. Sherman,
Secretary

The April meeting of the Connecticut Club Managers' Association was called to order by President Walter J. Satterthwait, Jr., on April 20, at Milbrook Country Club, Greenwich.

Richard Neff, of the Willimantic Country Club, Willimantic, Connecticut, was elected to membership.

Leon Sherman presented the treasurer's report, which was accepted.

It was voted to invite the officers of the Rhode Island and Boston Chapters to the next meeting.

A rising vote of thanks was given our host Frank Henderson, for a most enjoyable evening at Milbrook Country Club.

The next meeting was held at the Hartford Golf Club, West Hartford, Theodore Vignaux, host-manager, on May 18.

New Jersey

Reported by M. H. Holtz, Publicity

The 1959 regional golf tournament and meeting of the New Jersey Chapter will be held at the Canoe Brook Country Club, Summit, New Jersey on July 10. The managers, officers and directors of clubs in the following chapters are all invited: Connecticut, Metropolitan, City of New York, Philadelphia and vicinity and New Jersey. Golf on one of Canoe Brook's magnificent courses will be followed by cocktails and dinner in the enlarged and newly refurbished clubhouse.

Appoints Two

Melton Koch of La Porte, Texas, has been named regional sales manager for the state of Texas and Joseph A. Morris, DuQuoin, Ill., has been appointed regional sales manager for Missouri, southern Illinois, western Kentucky and southern Tennessee for Bally Case and Cooler Co., manufacturers of walk-in coolers and freezers.

Mr. Morris has been associated with the dairy industry for the past 25 years. Mr. Koch has had considerable experience in the commercial refrigerated field.

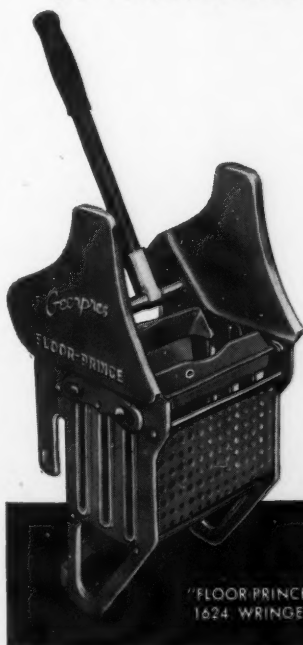
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And Your Old Favorites
Lasco FROTHY GRANULES

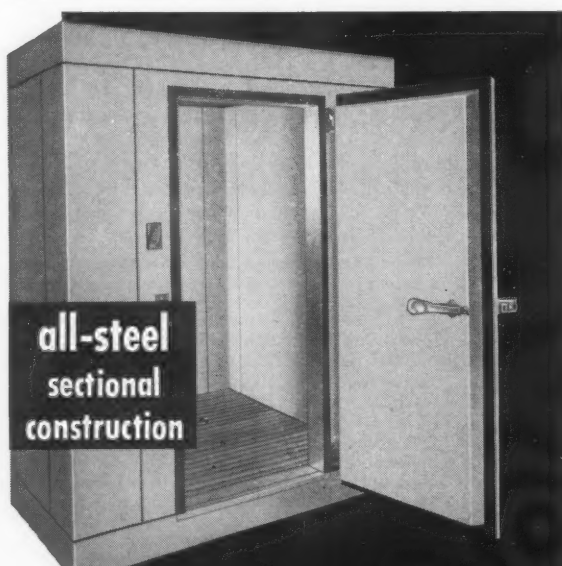
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Federal Tax Calendar for Clubs

Prepared by Horwath & Horwath

June, 1959

- 15—Withholding tax and Federal Insurance Contributions Act taxes: The sum of tax withheld from wages during May, 1959, and employee tax and employer tax under the Federal Insurance Contributions Act for May, 1959, if more than \$100, payable to an authorized depository. Return on Form 450.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended January 31, 1959.

- 30—Tax on membership dues, initiation, transfer and assessment fees, admissions, and other excise taxes for May, 1959, if more than \$100, payable to an authorized depository. Return on Form 537.

July, 1959

- 15—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during June, 1959, and employee tax and employer tax under the Federal Insurance Contributions Act for June, 1959, may be remitted to an authorized depository. Return on Form 450. If this option is exercised, Form 450 must be filed in time to permit authorized depository to return validated Form 450 prior to filing return for second quarter of 1959.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended February 28, 1959.

- 31—Withholding tax and Federal Insurance Contributions Act tax: Return for second quarter of 1959 due and tax payable. Return on Form 941. Attach validated Forms 450 to return.

Excise taxes: Tax on membership dues, initiation, transfer and assessment fees, admissions and other excise taxes for June, 1959, if in excess of \$100, may be paid to an authorized depository. Return on Form 537. If this option is exercised, Form 537 must be filed in time to permit depository to return validated Form 537 prior to date for filing return for second quarter of 1959. Otherwise, return for second quarter due and tax payable. Return on Form 720. Attach validated Forms 537 to return. If return is accompa-

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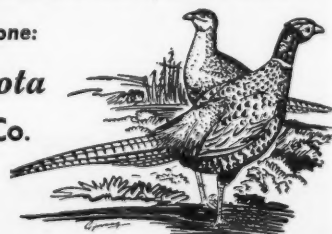
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nied by depositary receipts showing timely payment of tax for the entire quarter, due date of Form 720 is extended to August 10, 1959.

BOOK REVIEWS

Memories and Menus is a collection of menus and recipes in use for the past 16 years at leading country clubs in the South. Written by Mary Wood Canfield, catering manager of the Willow Brook Country Club Tyler, Texas, the 60-page book contains the "cream" of the bill of fare.

This book should be of particular interest to club managers because Mrs. Canfield's major culinary experience has been acquired in clubs and the recipes and dishes have found favor with club members throughout the South.

A partial contents includes recipes for hors d'oeuvres, sauces, dressings, special party menus, diet ideas, desserts, candies and novelty dishes. The book, which costs \$2.95, is published by Vantage Press, 120 West 31 St., New York 1.

Practical Bar Management by Harold J. Grossman contains actual instructions on how to run a bar and make money doing it. No phase of planning, supplying or operation is ignored. It contains information on layout, book-keeping and control, qualifications and duties of employees, stocking the bar, scores of recipes and the glass (illustrated) required for each.

The book costs \$5 and is published by Ahrens Publishing Co., 71 Vanderbilt Ave., New York 17.

Let's Compare Menus

OWENSBORO COUNTRY CLUB

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DINNER

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Pepper Pot Soup	Fresh Shrimp Cocktail Supreme .85
Marinated Herring .25	Chilled Tomato Juice
Fresh Fruit Cup	Fruit Shrub

Entrees

1. Roast Prime Rib of Beef, au jus	\$2.85
Texas Cut	4.00
2. Broiled Lamb Chops, Mint Lemon Balls	2.75
3. Chicken ala King in Crisp Noodle Nest	2.35



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Now you can serve attractively cut vegetables, each piece cut to the identical thickness with this new hand operated vegetable cutter.

Measures only 13½" high x 13½" wide x 13" deep constructed of Cast Aluminum. Cutting knives are stainless steel. Furnished complete with ⅛" ripple-cut and ⅜" Crinkle-cut frames.

Order the Q CUTTER today!

It earns profits for you right away.

Use the attached coupon for speedy service, or contact your dealer.

Qualheim, INC. 1228 RACINE ST., RACINE, WISC.

Ship me _____ Q Cutters @ \$38.50 each.

Signed _____

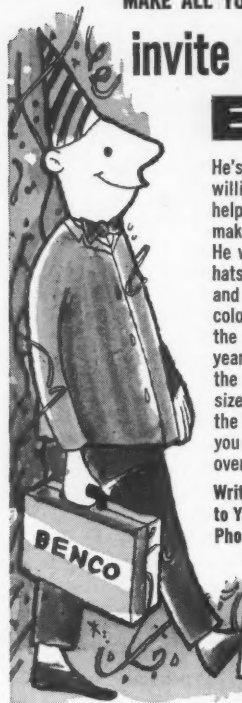
Title _____

Club Name _____

Address _____

Ship: ☐ COD ☐ Check Enclosed ☐ Open Account

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He's the party expert — always ready and willing to work with you and for you — helping you plan scores of thrilling ideas to make your next party a night to remember! He will display before your eyes stunning hats, balloons, noise makers, decorations and novelties of all kinds . . . to add the fun, color, and excitement that often spells the difference between "the affair of year" and just another gathering. Whatever the occasion . . . gala or intimate — the size of your budget . . . great or small — the "man from Benco" will supply everything you need to make your party an overwhelming success.

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be seated...*

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MAIL COUPON FOR THE COMPLETE STORY



Lyon Metal Products, Inc., 698 Monroe Ave., Aurora, Ill.
Send me the complete story of Lyon Chairs and Channel Frame Construction.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

4. Beef Stroganoff With Rice 2.50
5. Broiled Florida Pompano, Lemon 2.85
6. Lobster Newburg in Crisp Noodle Nest 2.75

Vegetables

- | | |
|---------------------|-----------------------|
| Peas Amandine | Oven Browned Potatoes |
| Escalloped Tomatoes | Baked Idaho Potato |

Salads

- | | |
|-------------------|--------------|
| MIXED FRUIT SALAD | TOMATO ASPIC |
|-------------------|--------------|

Desserts

- | | |
|----------------------------------------|----|
| Fresh Baked Apple or Coconut Cream Pie | 25 |
| Rosementhe Parfait | 40 |
| Pecan Ball, Choice of Sauce | 40 |
| Orange Sherbet Supreme | 25 |
| Peppermint Stick Ice Cream | 25 |
| Bouquet of Sherbets | 25 |
| Choice of Dessert Cheese, Wafers | 25 |

Gourmet Suggestions

- | | |
|--------------------------------------------------------------------------------------------------------------------|--------|
| Charcoal Broiled New York Cut Strip Sirloin Steak or Filet Mignon, Potato Du Jour, Chefs Salad | \$3.75 |
| Fried Country Ham Steak, Red Gravy, Potato Du Jour, Chefs Salad | 3.00 |
| Golden Fried Chicken, Cream Gravy, Potato Du Jour, Chefs Salad | 2.50 |
| Sea Shore Plate—Golden Fried Oysters, Scallops, Sole Shrimp, With Tartar Sauce, French Fried Potatoes, Chefs Salad | 2.50 |
| Charcoal Broiled Choice T-Bone Steak, French Fried Potatoes, Chefs Salad | 4.00 |
| Hot Rolls and Beverages Included | |

OWENSBORO COUNTRY CLUB

Owensboro, Ky.

LUNCHEON

Appetizers

- | | | | |
|-------------------------|-----|-----------------|-----|
| CONSOMME MADRILENE, Cup | .15 | Bowl | .25 |
| Fresh Shrimp Cocktail | .85 | Fresh Fruit Cup | .25 |
| Half Grapefruit | .25 | Fruit Shrub | .25 |
| Chilled Tomato Juice | .25 | | |

Entrees

- | | |
|------------------------------------------|--------|
| 1. Roast Loin of Pork With Dressing | \$1.20 |
| 2. Chicken ala King in Crisp Noodle Nest | 1.20 |
| 3. Roast Beef Hash With Poached Egg | 1.25 |
| 4. Golden Brown Fried Scallops or Shrimp | 1.25 |
| 5. Broiled Fresh Lake Trout, Lemon | 1.30 |

Rolls, Butter, Choice of Beverage

Lyonnais Potatoes, Escalloped Mixed Vegetables, Fried Apples
SALADS: Banana Nut Salad, Tossed Greens

Desserts

- | | |
|-------------------------------------------|----|
| Fresh Baked Apple or Strawberry Cream Pie | 25 |
| Pecan Ball, Choice of Sauce | 40 |
| Fresh Pineapple Sundae | 30 |
| Peach Parfait | 40 |
| Bouquet of Sherbets | 25 |

Lunch Suggestions

- | | |
|---------------------------------------------------------------------------------------------------------|--------|
| Strip Sirloin Steak Sandwich, French Fried Potatoes, Tomato Garnish | \$2.25 |
| Club Salad Bowl, Garnish Julienne Ham, Turkey and Cheese, Choice of Dressing | 1.35 |
| Kentucky Sandwich Special, Thin Sliced Turkey, Ham and Swiss Cheese and Cole Slaw With Holland Dressing | 1.00 |
| Fresh Fruit Salad Plate With Cottage Cheese | 1.25 |
| Giant Chopped Beef Sandwich, French Fried Potatoes, Garnish | .85 |
| Hot Rolls and Beverage Included | |

THE DECATUR CLUB

Decatur, Illinois

A LA CARTE LUNCHEON MENU

Melons Juices Appetizers

- | | | | |
|-----------------|----|-----------------------|----|
| Iced Cantaloupe | 30 | Chilled Melon Ball | 50 |
| Honey Dew Melon | 35 | Chilled Fruit Supreme | 60 |

Chilled Tomato Juice 25 Apricot Nectar-Sherbet .. 35
Fresh Shrimp Cocktail .. 1.00 King Crabmeat Cocktail . 1.00

Soups

Chilled Vichyssoise\$.45 D. C. Bouillabaisse\$.60
Boula-Boula50 Bookbinder's Snapper Soup .65
French Onion Soup50 Soup de Jour .25 Bowl .15 Cup

Luncheons Specialties

A Broiled Fillet of Red Snapper, Lemon, Parsley New
Potatoes, Cole Slaw, Hot Roll, Ice Tea—Coffee\$1.15
B Fried Fillet of Sole, Tartar Sauce, Julienne Potatoes,
Tossed Salad, Hot Rolls, Ice Tea—Coffee 1.10
C Broiled New York Pin Bone Steak, French Fried Potatoes,
Head Lettuce Salad, Hot Rolls, Coffee—Ice Tea 2.25
D Broiled Calves Liver, Tiny June Peas, Pear and Cottage
Cheese Salad, Hot Rolls, Coffee—Ice Tea 1.10
E Creamed Chicken aLa King, En Chaffing Dish, Toast
Points, Fresh Fruit Salad, Hot Muffin, Coffee—Ice Tea 1.10

Luncheon Sandwiches

Ruben - Sliced Corned Beef, Swiss Cheese, Sauer Kraut,
Thousand Island Dressing, Rye Bread\$1.35
Monte Cristo - Sliced Chicken, Baked Ham, French Toast,
Cheese Sauce 1.35
Cube Steak - Julienne Potatoes - Sliced Tomato 1.35
Marshall Field - Ham, Turkey, Swiss Cheese, Lettuce,
Thousand Island Dressing 1.25
Decatur Club\$1.25 Brisket of Corned Beef-
Swiss Cheese 1.65
Baked Ham-Cheese, Dark
Rye60 Chopped Steak-Toasted
Bun50
Sliced Breast of Chicken .65 Toasted Chicken Salad-
Crisp Lettuce60
Crisp Bacon and Tomato,
Toasted60 Grilled Pork Tenderloin .65

Salads

Fresh Shrimp Salad Bowl\$1.60
Chicken Salad Bowl 1.35
White Meat 1.65
King Crabmeat Salad Bowl 1.65
Fishermen's Salad Platter 1.50
California Fruit Salad Bowl 1.25
Chef's Salad - Sliced Chicken - Anchovy 1.25
Relishes Hot Muffins
(Served with all Salads)

Desserts

Ice Cream 25c Sherbet 20c Ice Cream - Cake 35c
Parfaits: Chocolate, Butterscotch, Strawberry 35c
White Nectar Peaches 25c Stewed Figs 25c
Sliced Pineapple 25c
Pie 20c ala mode 30c Cheese 30c
Camembert Cheese 35c Liederkranz Cheese 35c
Roquefort Cheese 35c
Toasted Wafers served with cheese

Beverages

Coffee 10c Iced Coffee 10c Tea, per pot 10c Sanka 10c
Postum 10c Sweet Milk - Buttermilk 10c Milk Shake 25c

"Saves mixing time"

Bar manager at famous New
York Beach Club says: "...
found your product one of
the finest for mixed drinks
that I've ever used."



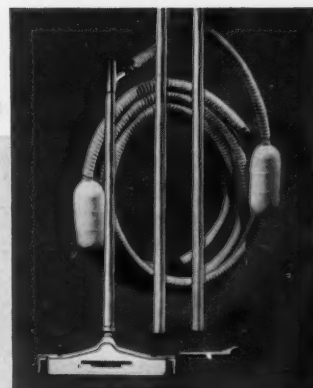
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pure egg-white added!

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less waste—less storage space • More
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with less of the bother!

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WINE Pressings

By Henry O. Barbour

The Buying of Wines

For the city club manager, summer is a relatively quiet time. While the country club manager may be busier than usual with regular business, it could well be a time for both to plan fall merchandising programs.

Why not plan to pick up the extra income that awaits the club that "goeth forth to labor in the vineyard"? For it is *extra* income, derived from members already in the clubhouse—members who will drink water, or at most coffee or tea with dinner. Not knowing what you people out of Texas do, we GIVE away water with meals; but of course we are known for our "Easy Come, Easy Go" philosophy! But for wine . . . we charge!

And for every table that doesn't have a bottle of wine on it, we know there goes a possible dollar or two of gross profit that will never appear on the P & L statement.

Like a Rocket

The first stage in realizing this additional income is most important. It is to offer your membership a selection of good, well-known wines at fair prices. But before calling your source(s) of supply, some planning will eventually save you time, money and effort. Make a tentative wine list on paper of the varieties, the types, the labels, the amounts you want to stock.

As a basis, consider the club doing about \$10,000 a month food business, of which dinners and dinner parties account for \$6,000. An adequate selection might be:

I. Still White Wines

- 2 California
 - 1 Generic (Dry Sauternes, Chablis, etc.)
 - 1 Varietal (Dry Semillon or Chardonnay or Johannisberger Riesling)
- 1 New York State or Ohio
- 4 Imported (or more for warm climates)
- 3 Regionals of well-known importers (B&G, Calvet, Cruse, Chanson, Eschauner, Sichel, etc.)
 - 1 French—Chablis, Burgundy, or Dry Bordeaux
 - 1 German—Liebfraumilch or Moselblumchen
 - 1 Italian—Orvieto or Soave
- 1 "Famous" wine of an outstanding year—'49, '52, '53; Schloss Johannisberger Spatlese, for example

II. Rosé Still Wines

- 1 California "Premium"—Gamay Rosé or Grenache Rosé
 - 1 Imported—Anjou Rosé
- Plus another if in the South—Tavel or a Bordeaux Rosé

FOR
MEMBERS
ONLY



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For all-'round deodorizing . . .



ROUNDS

Fragrant, laborless
deodorant discs for urinals,
bowls, garbage pails, lockers, closets

Deodoroma ROUNDS cost in use averages only a fraction of one cent a day. Rounds are formed under 70,000 pounds pressure: are dense and durable. Fragrance is locked in: lasts until the last particle has vaporized—there's no harsh "moth cake odor." Packed eight to the telescoping box—each Round sealed airtight—easy-to-shape Holzit wire holder in every box. For literature write to The C. B. Dolge Company, Westport, Conn.

For free sanitary survey
of your premises ask
your Dolge service man

DOLGE
WESTPORT, CONNECTICUT

III. Red Still Wines

- 2 California Varietals
 - 1 Pinot Noir (a Burgundy)
 - 1 Cabernet Sauvignon (a Claret)
- 1 Eastern Claret or Burgundy
- 5 Imported (This amount could be increased gradually in the North)
- 3 Regionals of well-known Importers
 - 1 Bordeaux (Medoc-Claret)
 - 1 Burgundy (Pommard)
 - 1 Italian Chianti
- 1 Chateau-bottled wine of an outstanding year—'49, '52, '53 of one of The "Big Five":
 - Chateau Lafite Rothschild
 - Chateau Margaux
 - Chateau Mouton Rothschild
 - Chateau Latour
 - Chateau Haut Brion
- 1 Beaujolais or Rhone Valley

IV. Sparkling Wines

- 2 American Champagnes
 - 1 New York
 - 1 California Premium Brand
- 2 French Champagnes
 - 1 Extra Dry of a well-known house
 - 1 Burt 1952 of an outstanding house (Heidseick & Co., Irroy, Krug, Roederer, Lanson, Moet & Chandon, Bollinger, Veuve Clicquot, Mumm's)
- 1 American Sparkling Rosé or Lancer's Crackling Rosé from Portugal

2 Sparkling Burgundies

- 1 California
- 1 French of a well-known Importer

... An even two dozen wines, enough of a selection to impress the gourmet, yet not so many as to be discouraging to the novice.

How Much and Which?

In determining this, consider:

A. Climatic conditions—warmer states might go a little "heavier" on whites and rosés.

B. Popular wines in the area—by asking package store operators, restaurant managers, fellow club managers.

C. The ancestry of large portions of your membership.

D. Suggestions of the house committee and interested members.

E. Divide items between several American brands and at least two importers.

F. Stock half bottles in at least 75% of the items (on a small list like this), and a few magnum sizes.

G. Food volume at dinner and parties (example):

\$6,000 a month = \$72,000 year sales
10% possible wine sales \$7,200

@ 50% gross cost (100% markup) \$3,600
Twice a year turnover = \$1,800 inventory

The list of 24 wines above, figuring purchases of a case each in regular and half bottles, plus a case of champagne splits (for cocktails) and 4 of magnums totals \$1706 in Texas, and occupies 150 cubic feet—a space 10 ft. long, 7½ ft. high and 2 ft. deep. So there is room left to grow! And grow it will, in response to demand, if you merchandise properly and aggressively!

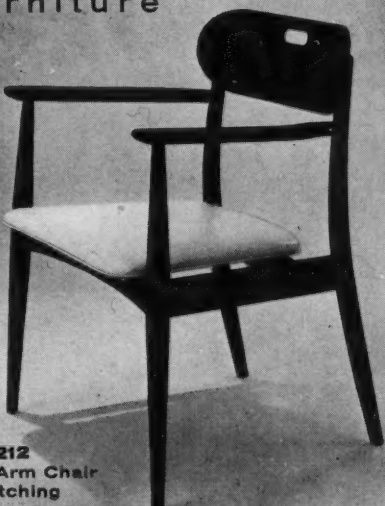
* * *

THIS MONTH'S MERCHANDISER:

It's June—the month of brides and champagne. Announce by engraved (simulated) card a Champagne Tasting for fathers (and mothers) of brides scheduled for receptions at the club during the three summer months.

Offer six or eight champagnes (extra dry, brut, vintage brut), including others than those usually stocked, priced attractively for reception pouring. Two or three bottles of each will be sufficient. . . . Accompany with reception type foods. . . . Thus, spend a few dollars to encourage the purchase of champagne through the club (including reasonable prices) rather than through the package store!

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furniture



No. 8212
Wall-Saving Arm Chair
(No. 8213 matching side chair)

Wide assortment of chairs and tables. See your dealer or write us for our distributor's name.

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Manufacturers
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Permanent Displays: Chicago • New York • Miami • Boston • San Francisco

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A Gruendler Disposer will solve your food waste disposal problem!

A contemporary, handsome appliance to grind table and food preparation wastes into a fine slurry for instant disposal down the drain. Automatic, push-button control. Ends scavenger service and waste handling.

Write for Brochure No. 124. If possible, state number of meals you serve per setting for our recommendation of proper model. No obligation.

GRUENDLER CRUSHER & PULVERIZER CO.
2913 North Market • St. Louis 6, Missouri

Planned Revonation

(Continued from page 15)

bership was not a prime motivation the club does expect to accept about 50 additional associate golf members and to increase the present social membership from 100 to 200 and possibly more if it is found that such a number does not overtax facilities to the point where member enjoyment is jeopardized.

A coffee shop, economically, was one of the key features of our renewal plan. Due to the regional nature of our membership our peak season is from mid-June to mid-September, though weather usually permits play on the course from about April 1 to November 15. In addition there are several winter shooting events—trap and skeet—which take place on the club ranges and would like to use our coffee shop service. Over the last few years it has been the practice to open up from about April 15 to September 30 and then close down tight until the next season. This denies facilities to golf players and shooters because of the exorbitant cost of heating and staffing the whole plant and the expense of "dewinterizing" our plumbing for occasional events. It also means that during early and late season there is insufficient volume to make operation of our total plant an economic proposition so that in order to offer our membership a satisfactory compromise we must face deficit operations for quite a few weeks of our open season.

The new coffee shop can either be operated as a self-contained unit or

be serviced out of the main kitchen. Our thought is that during the peak season it will be used for breakfast, lunch, sandwich and fountain orders while the dining room will be used for luncheons and dinners. The convenient location to the first tee and to the new junior clubhouse, which was built last summer and is about 50 feet away, should make it a natural location for both the golfer and the teenagers and it is specifically designed to afford both these groups the type of menu and service they desire. In addition it will be very informal in atmosphere which should appeal both to these groups and to those members using the nearby boat docks and swimming area.

The dining room will also be keyed to a gracious note of informality but, without doubt, it will attract those members who seek more comfort, more elaborate food and somewhat more dignified surroundings.

During the off-peak open season, from April 1 to June 1, and from September 15 to November 15, depending on demand, the coffee shop can be operated as an independent unit and the dining room is likely to be used only for special events. The coffee shop is designed so that at minimum patronage it can be operated by one man who can cook, serve and pour the occasional highball from the small bar which will be used only at such times as the regular cocktail lounge is not in operation.

The off-peak demand is not great but it is of tremendous personal concern to year-round residents who would like to be able to get the odd

drink and very simple snacks such as coffee, soup, sandwiches, etc., when they come out to play golf. The space heating system in the coffee shop is separate from the rest of the building and it is also equipped with a domestic type undercounter dishwasher for use during these minimum periods.

This over-all plan ties in with the construction of five new studio apartments which in addition to providing deluxe peak accommodations will be used exclusively for guests in the early and late part of the season. Again these are completely self-contained units, equipped with a public telephone for use when our switchboard is not in operation, and with a small Pullman kitchen (not suitable for heavy cooking) so that guests wishing to do so can arrange for their own breakfast. This will enable the club to handle off-peak loads without maintaining 24-hour service in the clubhouse or necessarily serving more than two meals a day.

In other words, flexibility has been the keynote throughout our planning, a formula making it possible for us to effectively control our costs at all levels of patronage and still afford the degree of service and amenities expected by the different sections of our membership at the various times of the year. I would suppose that very few other clubs were faced with just the same type of problems as we are but most have this basic problem to some degree and it is well to look for possible solutions when major building and remodelling is being undertaken.

In addition to the considerable de-



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VAN MUNCHING IMPORTS, INC., NEW YORK, N. Y.





94.8
Proof

mand from members for sleeping accommodations, many times the members have summer visitors and find that their lake residences are inadequate to accommodate additional guests. Also due to our location it is necessary to have some accommodations available for participants in the several regional tournaments that are usually held here as they usually fall at a time when commercial accommodations are difficult to obtain. In any event, participants usually prefer to stay on the club grounds rather than commute from the nearest available accommodations. This year we will host the Women's Inland Empire Tournament in June, the Idaho Amateur Championship in July, the Men's Inland Empire over Labor Day and the Hayden Lake Seniors Tournament in September, and all these events draw support from quite a wide regional area. Also, in line with accepted practice, when possible, we extend privileges to members in good standing affiliated with other U.S.G.A. clubs and receive quite a number of requests for accommodations from these people whom we are pleased to serve when circumstances permit.

The relocation of the ladies locker room in the basement was made on the grounds that the floor space on the main floor was too valuable for this purpose. The space thus released will be used for an enlarged ladies card room, a private conference or dining room and an all-purpose family lounge equipped for televiewing, reading and writing. The latter was felt rather desirable, as many clubhouse guests are accompanied by their

families and have a need for a place to relax during the evening without being in the main stream of such social activities as may be taking place. All this will be done some time in the future.

The Gourmets Gallery is an unusual "addition" to the new facilities. It carries out my desire to dramatize our food service, especially steaks. We are making use of an old chimney stack and fireplace that had been covered up in previous remodeling many years ago and converting it into a charcoal broiler, one side of which will face the kitchen and the other the gallery. Guests entering the dining area will be able to observe orders being broiled and if desiring to do so may select the particular steak they would like served for dinner. Directly opposite we are planning a special wine display buffet which will feature an attractive display of California wines. I might add that recent articles in CLUB MANAGEMENT have stimulated my thinking along these lines. We trust that this highlighting of steaks and wine will stimulate our guests' appetites and our operating margins. By special arrangement with a Seattle meat firm all our loins will be U.S. Prime, cornfed Kansas City beef. Due to the inevitable use of seasonal help I have found it more satisfactory to use prefabricated meats throughout our operation.

The "gallery" is on the same floor level as the dining room and is perhaps more in the nature of a foyer or passage though we like the alliteration involved in the use of the name "gallery."

Food service will be further aided and dramatized by the employment of a booster station in the dining room proper which will not only supply, water, butter, coffee and soup without entailing a trip to the kitchen, but al-

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Anderson, Indiana

so will have provision for tossing and serving the main salad of the day in view of diners.

The entire lakeside of the dining room is of sliding thermopane glass panels which will afford a breathtaking view and in pleasant weather permit the room to be opened up for open air dining either on the veranda porch or in the dining room proper. Fortunately, probably due to the severity of the winters, we have absolutely no insect problems here during the summer months.

The other side of the dining room is of easily removable screen-dividers which can be removed and permit the combination of the room with the foyer-lounge for dancing and banquets and thus used can accommodate some 300 diners. Removable carpet strips cover the dance floor area. I believe the bandstand arrangement is of some interest. This is designed so that the floor of the bandstand functions like a draw bridge and when not in use hinges up to the ceiling and affords a decorative screen to hide the piano and other orchestra equipment. In addition to appearances it does much to conserve floor space.

Part of the club properties had been developed into some 70 residential lots which were previously leased to

members. Now the majority of these have been sold outright to the lessees. But the club will continue to exercise a measure of control by the employment of a special agreement binding upon purchasers, their heirs and assignees whereby the club is granted a perpetual option to repurchase any of the properties and improvements at any time that they come up for sale at the best bona fide offer received by the seller. We do not feel that the disposal of a man's personal property can be tied to a club membership—at least the legal basis is not very secure, but do feel that though this option will most probably never be exercised it does protect the club and all property owners from any individual properties being disposed of in such a way as to jeopardize the valuation of surrounding properties or the general purpose of the club.

We are looking forward to further developing our properties and operations here for the benefit of our members and if this first major step in the program turns out to be as successful as we all hope, I am sure we shall proceed without too much delay. We are also using the capital improvements assessment to help with part of our funding and our board feels that this is certainly one of the outstand-

ing contributions of the CMAA in the interests of all clubs.

Buys Liqueur Business

McKesson & Robbins has announced the purchase of the world-wide business of Liqueur Galliano, a luxury liqueur produced in Italy. McKesson & Robbins said that plans were under way to accelerate the growing popularity of this item.

Beverage Control

The principal obstacles to obtaining daily cost ratios for effective bar control have been overcome by the AutoBar system of bar cost accounting. Meters on the AutoBar units are read at the end of each shift and the cost of sales is determined in a matter of minutes. By dividing the receipts on the liquor key of the cash register into the cost of the liquor sold, a cost ratio is established.

With the AutoBar system of liquor control there is no need to wait for the monthly inventory to get the vital information needed to keep a business operating profitably day by day.

For complete information write Dept. CM, AutoBar System, American Machine and Metals, Sellersville, Pa.

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Monroe-Approved chairs in attractive range of styles, sizes at direct prices. Excellent in comfort, durability and ease of handling.

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Any room set up or cleared in a jiffy. One man can do it. For both moving and storing. Model TSS shown.

Portable Partitions

panels in tubular steel frames, on swivel glides or casters. Idle space converted to useful areas. Also chalkboard finished, with cork tack boards as shown.

MONROE No. 3 Deluxe
30x96 in., 30 in. high

Easily Seats 10 (5 on each side)

Maximum seating capacity and comfort. Exclusive MONROE folding steel pedestals eliminate knee interference. Folds flat, 12 tables "stack" only 29 inches high. Ideal for multiple dining and recreational activities. This model offered in 8 sizes, in 3 Monroe Top Finishes—Tempered Masonite (as shown), Orncel Blon-D and Melamine Plastic.

Monroe Fold Lite Utility Tables

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Win Scholarships



B. D. Graham, left, Heinz executive vice president, presents awards to two top winners of Heinz scholarships: Julie Ann Milligan, center, of Brentwood, N. Y., and A. Ray Grimes, Jr., of Tulsa, Okla.

Five high school seniors who plan to enter college next fall to prepare for careers in the food service industry have been announced as winners of the H. J. Heinz Co. scholarship awards.

The annual presentation of five \$1000 college grants highlights the continuing Careers for Youth educational program sponsored by Heinz. The company sends students, upon request, special booklets containing food service industry information.

Largest Selling

Heineken's Holland beer is the largest selling imported beer throughout the world, it has been announced by Jhr. O. Wittert van Hoogland, managing director of Heineken's Breweries, at a dinner given at his honor with the sales and executive staff of Van Munching & Co., in New York. Van Munching is general U. S. importer for the beer.

The announcement coincides with an announcement by Leo van Munching, president of Van Munching & Co., that Heineken's sales in the U. S. in 1958 were almost 25 per cent ahead of the previous year.

Summer Pies



From Nabisco comes this recipe and its variations:

Ingredients:	Weights:	Measures:
Nabisco Graham Crackers	2 1/4 pounds	
Sugar	1 pound	2 cups
Butter or margarine, softened	1 pound	2 cups

1. Roll Nabisco Graham Crackers or put through coarse screen of chopper to make crumbs.
2. Add sugar and softened butter or margarine.
3. Blend with paddle at low speed for 3 minutes.
4. Divide into six 9-inch pie plates and press firmly against bottom and sides. (The easy way is to press into shape with an 8-inch pie plate.)
5. Bake in moderately hot oven (375° F.) 7 minutes.

VARIATIONS

Add one of the following to above recipe.

1. 1 cup grated orange rind and four ounces flaked coconut. Suggested filling—Fruited gelatin.
2. 1 1/2 cans peanut butter (omit butter or margarine). Suggested filling—chocolate and vanilla pudding, marbled.
3. 3 tablespoons cinnamon. Suggested filling—Lemon chiffon.
4. 8 ounces unsweetened chocolate, melted. Suggested filling—Fudge ripple ice cream.
5. 1 cup finely chopped walnuts. Suggested filling—Cherry-vanilla ice cream.

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Named Ohio Representatives

David S. Lapine of Mansfield, Ohio, has been appointed sales representative in the state of Ohio for Hampden Specialty Products, Inc., manufacturers of folding and summer furniture. Mr. Lapine has more than 20 years' experience in the field and previously had been employed as sales manager of the Dominion Electric Corp.

WANTED

Assistant manager for well-known City Club. Opportunity, with excellent prospect for advancement for qualified man. Hotel school degree desirable and City Club experience preferred. Write, giving references and complete details, enclosing small photo, to: DETROIT CLUB, 712 Cass Avenue, Detroit 26, Michigan.

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Buys Firm

Duvernoy Bakeries have announced the acquisition of Wheatality Baking Corp., well known in the Eastern hotel and club fields for cake and pastry items. The new set-up will have its headquarters at Duvernoy, 633 West 44th St., New York City.

Named Chairman

Gregg Wedell, president of W. A. Taylor & Co., has been named chairman of the Special Cognac Committee of the National Association of Alcoholic Beverage Importers. He succeeds I. M. Bomba, vice president of Schieffelin & Co. who has served as chairman since its organization in 1952. Mr. Wedell joined W. A. Taylor in 1945 as executive vice president and became the firm's president in 1951.

Winery Expansion

A multi-million dollar winery expansion program scheduled to be completed by 1962 has been announced by the Taylor Wine Co.

Plans call for the construction of seven new buildings two of which have already been started. Five more will be built below the present winery site in the famous Finger Lakes Wine District, Hammondsport, N. Y.

Introducing New Soup

H. J. Heinz Co. is introducing Chili with Beef Soup in the large chef-size to volume feeding establishments in ten market areas. The addition gives the Heinz Chef line 22 varieties.

Initial distribution will be to Buffalo, N. Y.; Pittsburgh and Johnstown, Pa.; Huntington, W. Va.; Cleveland, Youngstown, Toledo and Columbus, Ohio; Detroit and Grand Rapids, Mich.

Two New V.P.s

Stanley A. Weiser, general sales manager of Angelica Uniform Co., and Nathan Schulman, eastern region sales manager, have been appointed vice presidents of the firm.

Mr. Weiser has been with Angelica since 1949 when he joined the company to set up production and supervise sales of its hospital line. He was made general sales manager in 1956. Mr. Schulman, who started with Angelica as an errand boy in 1922, was made eastern region sales manager in 1950.

Third All-Star Golf

Jimmy Demaret, three-time Masters golf champion, will narrate the third series of All-Star Golf, to be presented next fall and winter under the co-sponsorship of Miller High Life over the ABC television network. This series has found special favor with club members and many clubs have featured it as a program to watch on the club's own set, while enjoying Miller High Life from the club bar.

June Is Dairy Month

June is the month that the American Dairy Association has selected for its big push on dairy products, a promotion to be known again as "June Is Dairy Month."

Robert S. Lochridge, director of the institutional division of Kraft Foods, says: "We expect that every man, woman and child in the U. S. will come in contact with the promotion. There is absolutely no doubt that public demand for dairy items will increase. I believe that clubs can capitalize on this demand by their members. Good promotion of high dairy items will pay off handsomely."

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New Golf Car Promises No Turf Damage



THE golf car boom, growing steadily these past few years has not been without its problems. Turf damage from tires has plagued many a greens superintendent. Recently some clubs have found pathways too costly and objectionable to many players. Pathways on hilly courses are often impractical or impossible to build. Of course, the lack of cars on any particular course hits hardest at aging golfers or those under doctors' care.

Long aware of these problems, Laher Spring & Tire Corp., a major manufacturer of electric vehicles for golf and industrial purposes, has announced a new golf car which makes pathways unnecessary and eliminates damage to turf.

The new car, equipped with three super tires, moves over the grass as if it were a superhighway. These extra-wide tires measure 12 and 15 inches, 16 inches in diameter, and carry nine pounds of air each. By spreading the weight of the car over such a large ground contact area, the resulting weight per square inch is less than that of a 200-lb. man. The car goes anywhere, over fairways, sand traps, even greens . . . and never leaves a mark, according to its maker.

In recent demonstrations to country club officials, golf pros, and greens committees, the car was driven repeatedly over a man's hand to prove its gentle action. There was no danger as the delay relay control makes spinning of the wheels impossible. One test car with two persons aboard was run at high speed in a tight circle over freshly watered green. After the run it was impossible to find marks left by the tires.

The car has four speeds both forward and reverse utilizing a special programming switch which handles the heavy motor current by remote solenoid contactors. It is powered by six 190 ampere hour batteries driving a 2 hp heavy duty motor through an automotive type differential. Optional equipment included six 230 ampere hour batteries for extra heavy duty operation.

Capable of negotiating 36 to 54 holes on most courses without recharging, the new car operates for approximately two cents per day, the cost of recharging the batteries. Life expectancy is 20 years. The new model features the Laher Silicon Diode charger which eliminates the most critical cause of battery failure—overcharging. Plugged into any 110 AC outlet, the charger gradually and automatically reduces the charging rate as the voltage builds up in the cells. When batteries are at peak charge, the charger shuts down to its "maintenance rate"; just enough to keep the batteries fully charged.

Five-Rib Roast

Uniform servings of prime ribs of beef are made possible with a new five-rib roast introduced by Pfaelzer Brothers, Chicago meat purveyors. The roast eliminates the shoulder end of the rib, assuring that each slice is virtually identical in size.

The oven-ready roast is trimmed of all excess fat and the chine bone is removed. Roasts are uniformly cut, five inches at the chuck end, six inches at the loin end.

To Feature Wines

The Bordeaux table wines produced and bottled by the firm of A. Delor & Cie. are being featured in a national advertising campaign for the first time by the Kobrand Corp., their American distributors, it has been announced by R. C. Kopf, Kobrand president.

"There is a definite trend in the U. S. for better-tasting and better-quality wines," Mr. Kopf said, and he pointed out that shipments to the U. S. of Bordeaux wine last year rose 11 per cent. Delor & Cie. is the world's largest shipper of fine red and white Bordeaux wines.

Named Sales Manager

Vincent J. Guarriello has been appointed sales manager of the G. S. Blodgett Co., Inc., Burlington, Vt., over manufacturers. He joined the company in 1957 as special national representative and previously was vice president of Frank Mastro, Inc., New York restaurant equipment dealers.

Mr. Guarriello will continue to make his headquarters at Blodgett's New York City office.

Executive Appointed

Robert A. Uihlein, Jr., has been named executive vice president of the Jos. Schlitz Brewing Co., having joined the company in 1941 and having served as vice president in charge of sales since 1951. He is nephew of Schlitz president, Erwin C. Uihlein, son of Robert A. Uihlein, vice president and secretary.

The company also has announced the appointment of Sanford J. Shaw as field supervisor of advertising. Mr. Shaw will be responsible for the promotion of regional advertising and the coordination of nation Schlitz advertising with the sales department.

Enlarges Distillery

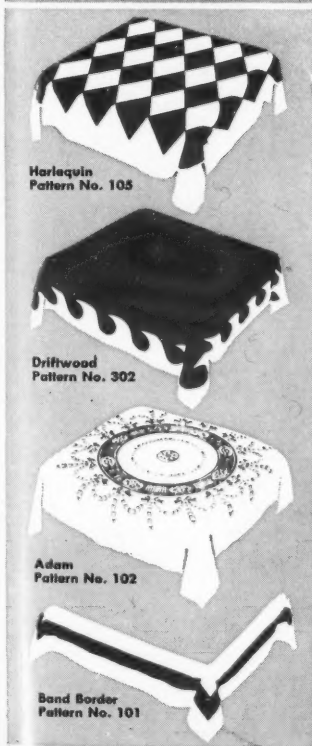
Construction is under-way on a new air-conditioned rack warehouse at the Hiram Walker plant in Peoria, Ill. Costing about \$1½ million, with a capacity of about 117,000 barrels, the new warehouse, which is scheduled for completion early next year, will be used primarily for the aging of Walker's De Luxe, the company's premium bourbon.

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